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manufacturers record

THE NEWSMAGAZINE OF THE INDUSTRIAL SOUTH AND SOUTHWEST

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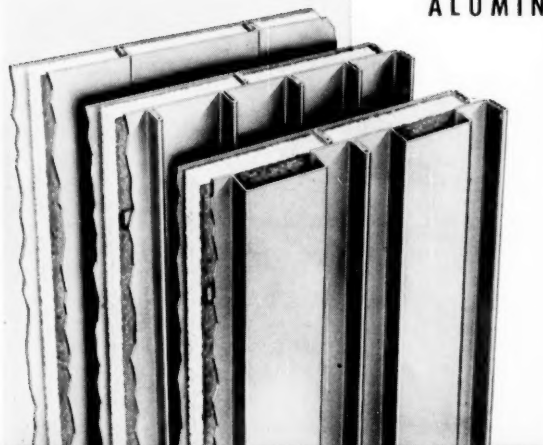
Planning the South's atomic future—Florida's dynamic chief executive, Leroy Collins (center), confers with power officials William Clapp and McGregor Smith (p. 9)

A CONWAY PUBLICATION EST. 1882

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MAHON

Manufacturers record

NEWSMAGAZINE OF SOUTHERN
SCIENCE AND INDUSTRY—EST. 1882

Volume 125 AUGUST 1956 Number 8

BFA

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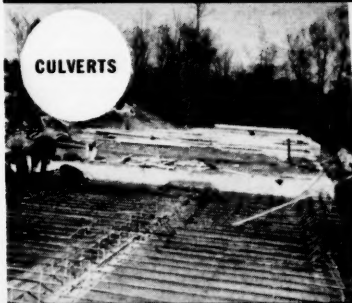
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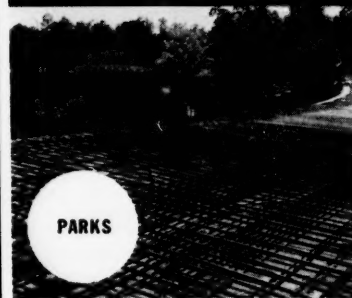


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JERSEY CITY, N. J.

LETTERS

Reader Refutes Record's Position Regarding SREB

SIRS: I have received a copy of the June issue of the MANUFACTURERS RECORD, in which you for the second time make remarks which I consider very unfair and extremely biased in regard to the Southern Regional Education Board.

Personally, I cannot understand how a man of your standing and ability can be so misinformed on so important an organization. You surely must have access to information as to how the "SREB" was formed, and know that the Southern Governors' Conference assigns the subjects for study and the programs which the "SREB" carries out.

First, let us consider your February editorial, in which you complain that the "SREB" had no business in the Nuclear Energy field. As I have just stated, the Southern Governors' Conference assigns these subjects, and did assign the study of the Nuclear Energy subject to the "SREB." That it did not go to some organization of which you are a member should not put you in a position to criticize the "SREB" for actions of which they had no part. If you have any criticism of the "SREB" for looking into the Nuclear Energy subject, your criticism should be directed to the Southern Governors' Conference and not to the "SREB."

Some of your members seem to be worried that because the "SREB" is looking into the Nuclear Energy field and will make recommendations to the Southern Governors' Conference, that it is a plug for public power. Governor George Bell Timmerman, of South Carolina, who is an outstanding member of the Southern Governors' Conference, is a strong advocate of the proper use of Nuclear Energy and its development in the Southern states, but as to its being used by public power organizations, or to push our Government into private business, I would refer you to his remarks on the subject (which were very widely circulated in the press) at the Aiken conference on Nuclear Energy last month.

Certainly this attack is most unwarranted and unjustified.

In regard to the "SREB" looking into the segregation issue: the position of the "SREB" on this subject has been clearly stated since its inception, and has not been altered.

I quote:

"... make regional arrangements to supplement facilities within the States. It is not the purpose of the Board that the regional compact and contracts for services thereunder shall serve any State as a legal defense for avoiding responsibilities under the existing State and Federal laws and court decisions." (This is on the public record. The Board intervened as a friend of the Court in the McCready case in Maryland and so stated.)

In my opinion, the South today stands on the threshold of a greater industrial development than we have ever dreamed of. The "SREB" is one organization that can help us train and produce the necessary number of scientists, teachers and others needed in this great industrial progress we are to witness.

From my own personal feelings, and not as a member of the "SREB" I will fight with everything I have to keep the "SREB" out of the field of segregation. I, personally, do not believe that a South-wide organization in this field would be worth two cents; and even if it were, I do not think we should at-

tempt to ruin the wonderful work of the "SREB" has done by saddling it with the segregation assignment. I state that I do not feel that a South-wide organization can do any good, because each state in different areas has a great variance in the ratio in the Negro and white population which varies from locale to locale; each state has a different and complex constitution which makes the idea of fighting segregation on an entire South-wide basis as a unit, practically impossible. I firmly believe that our Citizens Councils in South Carolina, and other states, are doing a good job in laying the foundation for fighting unsegregated schools in the locales where the problem is most pressing. Our Gressette Committee in South Carolina has done a grand job in formulating and promoting changes in our laws to help us in our fight against the Supreme Court ruling, but a change of laws in South Carolina would be practically worthless in Georgia, Alabama or other states, where their laws are different.

Your sly innuendo that the "SREB" bears closer scrutiny because some of its members are afraid to have their background looked into, is yellow journalism at its worst. This, in my opinion, is a mis-use of your editorial prerogative by slyly referring to an untruth instead of sticking strictly to facts. If you are honestly interested in securing the facts, I am sure the Governors' Conference would welcome a call from you and be glad to explain to you why they have delegated certain fields to the "SREB" while retaining others in each individual state's hands.

PRESTON S. MARCHANT
State House of Representatives
601 Insurance Building
Greenville, S. C.

► Reader Marchant apparently believes that the Southern Governors actually plan and direct the affairs of SREB, but this is far from true. For example, only one Governor was present at SREB's annual business meeting last month. The fact is that SREB's executive staff plans the agency's program—which we think is proper—and should be willing to accept responsibility for it.

Of course, we're astonished that anyone could suggest that school segregation is not a Southern regional problem and that a joint effort by the states could accomplish nothing. We feel very strongly that the SREB is the logical agency to serve as an impartial fact-finding body in this important field. Without favoring any specific segregation view, SREB could assemble facts of value to all southern states.

In fact, we feel that it is the responsibility of SREB to do everything it can to solve the school segregation problem. As the *Anniston Star* said in a recent editorial endorsing our stand, the situation "poses a challenge that can scarcely be ignored."

"Wooden Leg" Editorial Wins Reader's Praise

SIRS: I have just read an article, or rather editorial which appeared in your magazine this month (May MR, p. 5) entitled, "Segregation Is A Wooden Leg" which I enjoyed very much. . . .

ZALPH A. ROCHELLE
2106 University Drive
Durham, North Carolina

Record OK's Request To Use Blue Book Data

SIRS: We are in the process of preparing a brochure on the Northeast Texas area which will be sent to all leading manufacturers in the United States . . . With your permission, we would like to use certain statistical information regarding markets, people and income which appears in the 1956 edition of **THE BLUE BOOK OF SOUTHERN PROGRESS**.

JOHN O. HAYTER
Ind. Devel. Engineer
S.W. Gas and Electric Co.

Self-Propelled Water Skis Boost Southern Industry

SIRS: The front cover of the June 1956, **MANUFACTURERS RECORD** shows two new type water skis. These appear to be self-propelled. Please forward at your earliest convenience the name of the manufacturer of these skis.

H. W. BOLAND
Assistant Purchasing Agent
The Springs Cotton Mills
Fort Mill, S. C.

Blue Book Readers Cite Changes in '56 Edition

SIRS: We have noted a few discrepancies in the listings of the 1956 **BLUE BOOK** directory edition of **MANUFACTURERS RECORD**.

In the Regional Summary section, under Chattanooga, Tennessee (p. 92), we are listed as O. B. Andrews Company. Since January 1, 1956, we should be listed as Container Corporation of America, O. B. Andrews Division.

In the classified Products section, under "Paper and Allied Products, Paperboard Containers & Boxes, the Chattanooga Division of Container Corporation is not listed (p. 120). Here we should be listed as Container Corporation of America, Chattanooga, Tennessee.

Incidentally, the former O. B. Andrews Company of Knoxville, Tennessee is now The Mengel Company, Inc.

JOHN A. MILLER
General Manager
Folding Cartons and Boxboard
Container Corp. of America

SIRS: We have received a copy of your 1956 **BLUE BOOK** edition of the **MANUFACTURERS RECORD** and you are to be congratulated on a very thorough job. However . . . all of the southern plants of the Ruberoid Company are correctly listed except our plant in Savannah, which your directory calls "Dixie Asphalt Products Co." and "Dixie Roofing Mills . . ." Dixie Asphalt was acquired by the Ruberoid Company in 1954 and shortly thereafter its name was changed to The Ruberoid Company, Dixie Roofing Mills Division . . . We were pleased to be listed at any rate.

ROSS L. MUIR
Public Relations Dir.
The Ruberoid Company
500 Fifth Avenue
New York 36, N. Y.



HOW
**STATIONARY
WHEELS**

**CAN REDUCE YOUR
PIG CASTING COSTS**

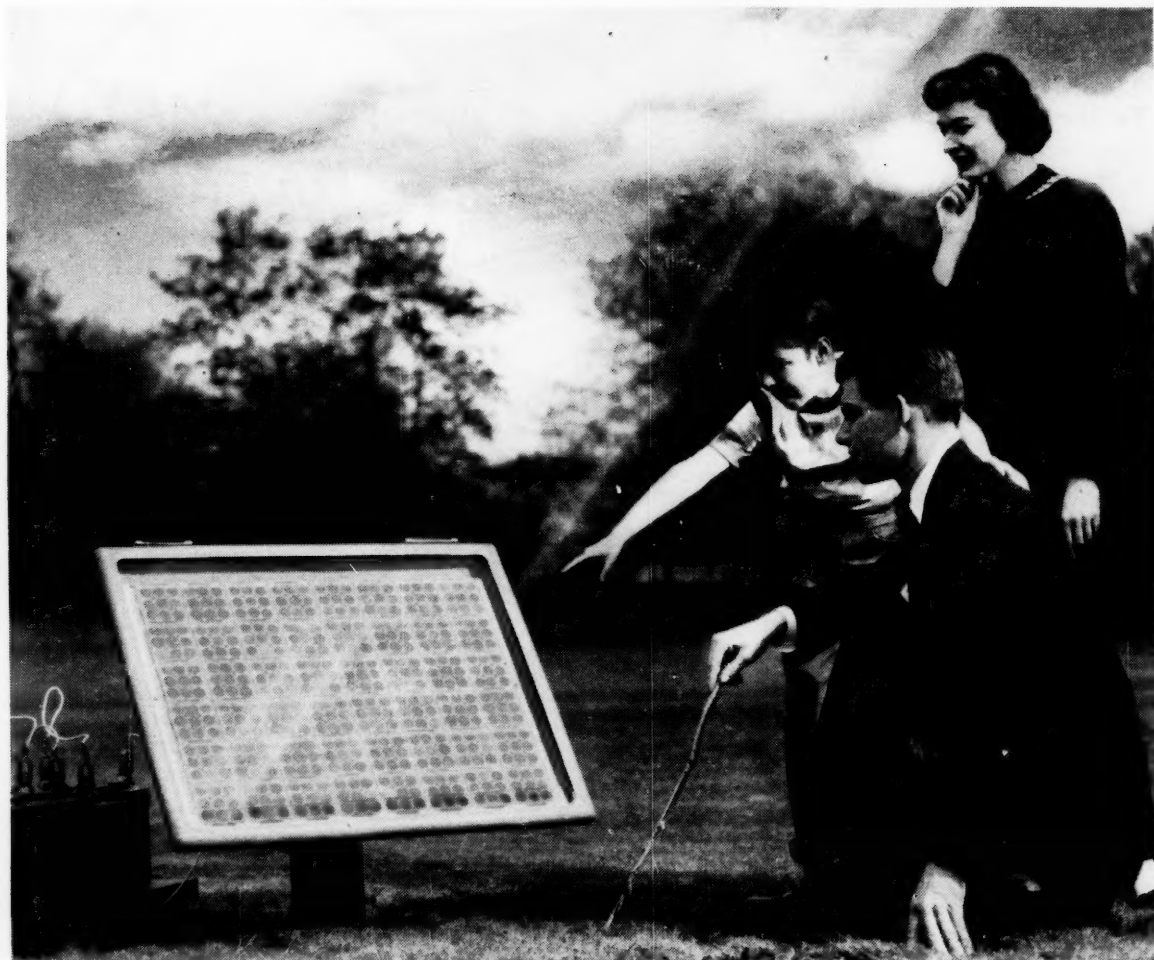
Ideal for use in foundries and small metal producing plants, these machines provide exceptional economy and durability due to a unique design feature. The endless chain carrying the mounds runs over a series of "stationary wheels" mounted on the frame. This eliminates 80% of the moving parts. Results are increased capacity and a substantial reduction in maintenance and operating costs. Furnaces can be tapped direct into the machine—eliminating the furnace-to-ladle operation. Capacities: 3 to 50 tons per hour. Lengths: 15 to 125 feet, in multiples of 5 feet.

Bailey
**PIG CASTING
MACHINES**



1221 BANKSVILLE ROAD

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Something New under the Sun. It's the Bell Solar Battery, made of thin discs of silicon, an ingredient of common sand. It converts the sun's rays directly into usable amounts of electricity. The storage batteries beside the solar battery store up its electricity for night use.

Bell System Solar Battery Converts Sun's Rays into Electricity!

*Bell Telephone Laboratories invention has great possibilities
for telephone service and for all mankind*

Ever since Archimedes, men have been searching for the secret of the sun.

For it is known that the same kindly rays that help the flowers and the grains and the fruits to grow also send us almost limitless power . . . nearly as much every three days as in all known reserves of coal, oil and uranium.

If this energy could be put to use—instead of going to waste—there would be enough to turn every wheel and light

every lamp that mankind would ever need.

The dream of ages has been brought closer by the Bell System Solar Battery. It was invented at the Bell Telephone Laboratories after long research and first announced in 1954. Since then its efficiency has been doubled and its usefulness extended.

There's still much to be done before the battery's possibilities in telephony

and for other uses are fully developed. But a good and pioneering start has been made.

The progress so far is like the opening of a door through which we can glimpse exciting new things for the future.

Great benefits for telephone users and for all mankind may come from this forward step in putting the energy of the sun to practical use.

BELL TELEPHONE SYSTEM



Today the Southern Association of Science and Industry is undertaking to increase its budget for employment of a full-time administrative officer. The Association expects to expand the scope of its activities substantially during the months ahead.

This is a step we have urged for several years, and we are delighted at the prospect of early action. We believe, moreover, that this is a matter in which every businessman of the South has an interest.

To date SASI has functioned as a sort of regional task force tackling a variety of Southern economic problems and opportunities. Let's review briefly some of the matters to which SASI has addressed itself:

1941—The Association was organized at Mobile to conduct a systematic scientific study of the problems and opportunities of the South. The need for intensification of technical and economic development programs was immediately evident. Several years of promotional activities resulted in the establishment of such units as Southern Research Institute in Birmingham and in laying the groundwork for many programs now being conducted in various states on a large scale today.

1945 — The close of World War II found SASI concerned with postwar planning problems. Increased emphasis was placed on industrial development.

1947—Recognizing the importance of education in the development of the region, the Association conducted a Southwide conference at Asheville to promote a regional approach to Southern education problems. Shortly thereafter, there was organized a group known today as the Southern Regional Education Board.

1948—SASI held a Southwide conference on conservation at Point Comfort, Virginia with more than four hundred delegates attending from throughout the region. This session set the stage for some of the important measures being utilized today to protect the region's forests and other natural resources.

1949—A Southwide conference on industrial research was held in Atlanta. The influence of this program can be seen in the South today where several states list research as their prime development technique.

1950—A Southwide conference on agricultural research was held in New Orleans. Emphasis was placed on the development of chemical processes for utilizing Southern farm products. Several new industries of today are based on processes discussed at this meeting.

1951—During the next two years SASI worked with a score of chemical science groups in conducting a Southwide Chemical Conference. The South's great opportunities in this field were pointed out—in fact, data now indicates

that approximately one-half of the nation's new chemical plants are now being located in the region.

1953—SASI conducted a Southern Industrial Wastes Conference in New Orleans and planned a similar meeting in Houston. These highly successful sessions outlined programs needed to prevent critical air and stream pollution problems resulting from increased industrialization.

1954—SASI turned its attention to long-range planning, presenting a comprehensive analysis "The South in 1975" to the Southern Governors' Conference at Boca Raton, Florida.

1955—Additional emphasis was placed on cooperation with the Southern Governors and the Association was recognized as an official advisory group by the Governors Conference. A report on the industrial progress of the region was presented at Point Clear, Alabama.

1956 — This year finds SASI occupied with a series of studies of growth industries such as electronics, aircraft, atomic energy, chemicals, and pulp and paper. Moreover, further steps are being taken to promote a coordinated regional approach to industrial development.

Looking ahead, SASI is busy planning a Southwide

conference on market research to be held in Miami early in 1957. This is but one of many activities that will be undertaken as the program unfolds.

A remarkable aspect of this record is the fact that it has been achieved with a minimum budget and staff. This has been possible due largely to the unselfish service of hundreds of Southern leaders who have contributed their time and energy to the program.

SASI clearly deserves the enthusiastic support of Southern industry—in fact, must have such support if it is to move ahead. We hope the foregoing thumb-nail sketch of SASI work will be sufficient to convince each of our readers that his firm's name belongs on the SASI membership list.

As we have indicated frequently in the RECORD, the roster of SASI membership is actually a regional *honor roll*. Those who support the Association deserve the praise of all citizens of the region.

As this issue went to press, the RECORD learned that a few loyal SASI supporters already pledged some \$7,000 toward the Association's expansion goal. Thus, a fine start has already been made on a program which should gain momentum rapidly.

Specifically, we suggest to all readers whose firms do not yet hold membership that they notify the RECORD of their interest. We will be happy to send further details and membership forms.

—H.M.C.

REGIONAL TASK FORCE:

The Southern Association of Science and Industry, since its founding in 1941, has done much for Southern industry. Its new expansion program merits industry's enthusiastic support.

FLASH..



MORE AND MORE INDUSTRIES, LEARNING OF PRODUCTION ADVANTAGES
IN ALABAMA, ARE FOLLOWING THE LEADERS AND ESTABLISHING
PLANTS HERE.....THEY ARE MAKING THEIR PRODUCTS IN ALABAMA..
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EDITED BY

Richard Edmonds...1882-1930
Frank Gould...1930-1943
William Beury...1943-1955
McKinley Conway...1956-

MANUFACTURERS RECORD

(IN REVIEW)



August 1883

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

A London Syndicate's Mistake

One of the most ridiculous things which the many ridiculous people of this world have attempted, is the formation of a London syndicate having for its object the effecting of some compromise by which the Southern States will pay a portion of the debt incurred by the late confederacy. And as though the formation of such a syndicate was not silly enough, it has been determined, so the cable says, to "boycott" the entire South and to prevent any loans to business enterprises in that section until this compromise is effected.

Evidently the originators of this charming scheme labor under the impression that they control the finances of the world, and that the South must stand still and make no further progress without their consent. Somehow, though, there are wonderful improvements going on in the Southern States, and we hardly think that they are due to British gold. The fact is the South is in such a position that she need no longer be a beggar for capital. There are enough people in this country as well as in Europe anxious to find a profitable investment for their money, who know that the South is today offering greater inducements in that direction than any other country in the world. The English gentlemen who have undertaken to manage this little affair will doubtless be greatly surprised to find how little their influence upon the career of the South is. If some means could be discovered to make all the States pay their honest debts, we would heartily endorse it; but when an attempt to force the payment of the debts of the confederacy is made, then it is about time to say that the South is not engaged in that occupation at present.

They See It At Last

In view of the fact that it was only a few years ago that the South was the Nazareth from which, in the opinion of Northern papers, no good thing could come, it is interesting to note how great has been the change of sentiment. As an illustration of this, the Manufacturer, of Holyoke, Mass., says: "The best part of the United States for purposes of immigration is the South." Notwithstanding some idiotic laws regarding trade and travel, the Southern States offer the finest opportunities to those wanting to start in manufacturing or business, to the agriculturist, the stock-raiser and the miner. North Carolina alone has fine forests that, by comparison, make the remnants of Michigan's pine woods seem to be mere groves. Iron, coal and other minerals in the South are stored in the earth for a hundred, perhaps hundreds, of generations to come. The soil is prolific and a wisely conducted, agriculture has rich rewards. Cattle, sheep and hogs can be raised cheaply and very profitably. It is probably useless to try and stop the tide of emigration to the Northwest so long as even poor government and railroad

lands are left. When these are taken up, as they will be in a few years, the South must receive the land-seekers, and it will then be even a better place than it is now for investments of capital in trade, transportation and manufacturing."

Good Outlook for the Iron Industry

In the course of an article on the position of the iron and machinery trade, the Engineering News, New York, says: At the present time railroad builders, ship and boat builders, railroad companies, and all of the heavier consumers of iron and steel, are preparing the lists of their probable requirements for the fall and winter, and from inside information obtained from some of these sources it is evident that the demand for iron products will be, if not larger than for any former year, yet sufficiently heavy to engage the normal capacity of the entire manufacturing interests, at least, there will be no severe cutting of rates, no crowding to the wall.

The iron trade is free from that element which, in former periods of healthful activity, has brought about an unnatural competition, viz: the efforts of financially weak holders to sell stocks at any price, in order to meet obligations. Business is conducted on a more legitimate basis. New elements of competition are certainly coming up, but they will be healthful ones. One of these is the coming

of Southern iron. Some large shipments have been received at Atlantic ports, and the iron is good and cheap. The bridge builders are, next to Bessemer steel rail men, better supplied with orders than any other branch of the iron industry. A large amount of bridge work will be presented during the summer and fall.

Manufacturing

Mr. J. F. W. Dorman, manufacturer of printing presses, stencils, etc., No. 21 German street, is very busy at present in making printing presses of the larger class for stock and to fill orders. He has shipped these presses almost all over the country, and they are steadily coming more into competition with other presses and becoming more generally known.

A new iron company, styled the Oxford Iron Company, is being organized in Oxford, Alabama. \$50,000 have already been subscribed, and it is said work will certainly commence this fall.

Mr. J. C. Kent has established a broom factory at Augusta, Ga., and expects to turn out 200 brooms per day.

A large roofing company has been organized at Chattanooga to manufacture twenty different styles of roofing.



"DIETZ No. 4"

Tubular Oil Stove.

NO SMOKE!

NO SMELL!

NO DANGER!

No winds affect them!

16 inches of flame,

Two cents an hour!

Highest premium at Cincinnati in 1882.

DIETZ

Tubular Heating STOVES,

For Parlor, Bed, Bath and Sitting Rooms.

Send for Pamphlet.

MANPOWER

AND EVERY OTHER INDUSTRIAL ADVANTAGE, TOO!

MANPOWER

Besides labor surplus, Florida has a Constitutional Amendment stating "The right of persons to work shall not be denied or abridged on account of membership or non-membership in any labor union, or labor organization."



"The St. Petersburg area is classified as a Class III area by the Bureau of Labor Statistics, meaning that a surplus of qualified workers in every category can be found here. Our active file numbers approximately 4,000 qualified workers seeking employment through this office within the past 30 days; the new applicants seeking the advantages of living in St. Petersburg number well over 1,000 per month for the last 18 months; and approximately 500 high school students entering the labor market each year."

Robert C. Simmons, Local Office Manager
FLORIDA STATE EMPLOYMENT SERVICE



ALLSTATE INSURANCE COMPANY



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BABCOCK - WILCOX

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2,600 new residents move to Florida each week knowing they will live happier, healthier lives. In St. Petersburg the sun shines not less than 350 days a year. With unsurpassed wholesome recreational facilities, it is truly a city in which work and play are profitably combined.



"I have personally flown over these entire United States and have found no place that, from my plane, looks more beautiful than St. Petersburg, or that offers more combined advantages for working and living. This climate provides our employees with opportunity to enjoy a better balance between work and play. Most of us are hard core lovers of sun and recreation. Why not build the plant in a climate where our employees can spend their non-working hours in healthful relaxation and play?"

We have also carefully investigated the elements of cost and climate for business growth. Our purchasing agent visited here for approximately one month, and submitted a most comprehensive report covering his findings. While potential suppliers are not as plentiful as they are in our Philadelphia area, we could find no serious obstacles from the standpoint of supply."

R. T. Sheen, President
MILTON-ROY COMPANY



PAN LAMINATES



FUTURONICS



CREST MANUFACTURING COMPANY

ADVANTAGES

NO State business tax, income tax or inheritance tax. Real estate taxes are low! Power and water are adequate. Excellent banking and financing facilities. A wide variety of transportation facilities. Excellent schools! Well diversified industrial services for both manufacturing and marketing.



"One of the most important reasons we decided on St. Petersburg, was the genuine interest on the part of everyone plus the zeal of your Chamber of Commerce to have Allstate move into this very attractive and prospering community."

The business factors which influenced our choice of St. Petersburg included central location, fine transportation, the bright prospects for a continuing well-balanced increase in industrial and commercial growth, excellent school, church and shopping facilities, and the numerous recreational and cultural activities available."

Judson C. Branch, Senior Vice President
ALLSTATE INSURANCE COMPANY



ST. PETERSBURG CHAMBER OF COMMERCE

JACK BRYAN, Industrial Director
ST. PETERSBURG • FLORIDA

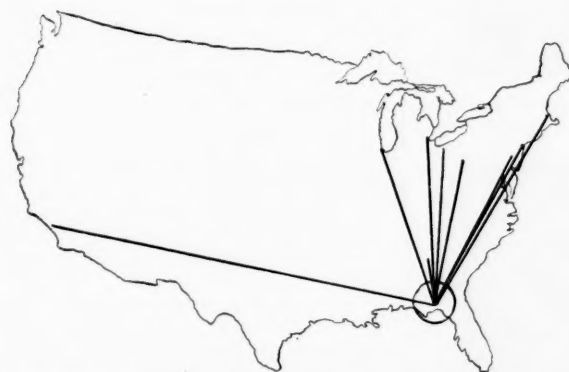
WRITE FOR COMPLETE INFORMATION AND INDUSTRIAL BROCHURE



Reflecting his busy two terms in office, Texas Governor Allen Shivers has promoted Texas industry throughout the nation.



Alabama's Governor James Folsom has made a number of development trips, including one flight to Cuba.



During his relatively brief time in office, Florida's Governor LeRoy Collins has been an aggressive industrial salesman.



West Virginia's Governor William Marland has been most systematic in his coverage of industrial prospects from coast to coast.

Southern Governors Boost Industry

When the Southern Governors' Conference convenes early in September at White Sulphur Springs, West Virginia, the agenda will include several items of vital interest to Southern businessmen. High on the list will be a round table on civilian use of atomic energy.

The atomic discussion will be a follow-up on a program initiated by Florida's Governor LeRoy Collins (see cover) at the 1955 Governors' session at Point Clear, Alabama. At that time Collins proposed that a study be made of nuclear energy possibilities in the region. The Southern Regional Education Board was instructed to hold a meeting to gather facts for the Governors.

Getting facts on nuclear reactor, Oklahoma Governor Raymond Gary (right) confers with his development adviser, Dr. R. T. Klemme. Model reactor was displayed by Phillips Petroleum at recent "Atoms for Peace" exposition in Oklahoma City.



SOUTHERN GOVERNORS' CONFERENCE



Alabama—Folsom



Arkansas—Faubus



Florida—Collins



Georgia—Griffin



Kentucky—Chandler



Louisiana—Long



Maryland—McKeldin



Mississippi—Coleman



North Carolina—Hodges



Oklahoma—Gary



South Carolina—Timmerman



Tennessee—Clement



Texas—Shivers



Virginia—Stanley



West Virginia—Marland

Subsequently, the SREB has conducted a number of meetings throughout the region and has invested heavily in the nuclear industry study program. It is anticipated that a very comprehensive report will be offered to the Governors.

Businessmen will be watching with interest to learn the nature of the recommendations which the SREB will make to the assembled chief executives. Apprehension has been expressed that an effort may be made to promote public rather than private development of nuclear industries.

However, it is evident that the private industry viewpoint will not be ignored. South Carolina Governor George Bell Timmerman, Jr. has already warned that the SREB proposals must not be contrary to the interest of private industry. And a number of other Governors have exhibited their own keen interest in the industrial viewpoint.

As a matter of fact, the Southern Governors almost without exception have demonstrated a personal interest in industrial development in recent years. Several have toured the nation to meet with industrial prospects in other regions. Moreover, the Southern Governors' Conference itself has concerned itself in an important way with industrial development matters since the freight rate struggles of the late thirties and early forties.

This fact is emphasized by several other items on the agenda for the White Sulphur Springs meeting. On the opening day the Conference will hear reports from the Committee on Science and Industry and from the Committee on Freight Rates. Another report will cover forest fire prevention measures advocated by the southern pulp and paper industry.

On the final day of the West Virginia meeting, the Governors will participate in a round table on water conservation. This again is closely related to industrial development.

The report to be made by the Committee on Science and Industry will be prepared by the Southern Association of Science and Industry, and will be presented by Arkansas Governor Orval Faubus, committee chairman. Committee members include Oklahoma Governor Raymond Gary and West Virginia Governor William Marland.

It is expected that the SASI report will suggest means for strengthening

CONFERENCE

liaison between the Southern Governors and the many industrial development agencies and organizations in the region. SASI will recommend strongly that industrial development matters be referred to agencies with long experience in this field.

Feature event of the Governors' Conference is the annual state dinner. Speaker for the 1956 dinner will be Admiral Arthur Radford, Chairman of the Joint Chiefs of Staff. He will be introduced by the Conference Chairman, Governor Frank Clement of Tennessee.

Attendance at the Governors' Conference is by invitation. Normally each Governor brings a party of six delegates from his state. Arrangements are made by Frank Bane, Secretary, Council of State Governments.

SASI initially was invited to make a brief statement at the 1953 meeting held at Hot Springs, Virginia. Then, Chairman Herman Talmadge invited a more detailed presentation at the 1954 conference held at Boca Raton, Florida.

It was at that session that the Governors voted to ask SASI to make an annual report on the industrial and scientific progress of the South. These reports have since attracted much favorable comment.

SASI representatives to the White Sulphur Springs meeting will include President Frank J. Soday, and Research Consultant McKinley Conway. Both will act as advisors to the Committee on Science and Industry.



Tennessee's Frank G. Clement has been chosen to head the 1956 Southern Governors' Conference at White Sulphur Springs, West Virginia.

LATE NEWS HIGHLIGHTS

SELMA, ALA. Plans have been announced for a \$7 million magnesium processing plant to be located on a 480 acre tract here by a new firm, Alabama Metallurgical Corporation. Announcement was made by E. Howard Perkins, President, Brooks and Perkins, Inc., Detroit, joint owners of the new venture.

LEXINGTON, KY. The Square D Company will build a \$3 million electrical equipment plant on a 29 acre site here, according to president Gordon Patterson. The plant will be completed within one year and will employ 700 workers.

MURFREESBORO, TENN. Adding to its impressive list of new plants in the South, General Electric early in August revealed plans for another multi-million dollar unit here. The 135,000 square foot facility will employ 500 workers in the manufacture of fractional horsepower motors for home laundry and electric sink appliances.

ORLANDO, FLORIDA. Aerojet General Corporation, a subsidiary of General Tire and Rubber Company, will locate a new engineering office in Orlando to conduct advanced experimental design work. Aerojet develops rocket engines and airborne electronics apparatus, and is engaged in supplying devices for use at the missile test facilities at nearby Cape Canaveral, Fla. The latter facility is in the midst of a \$90 million expansion program.

CHARLOTTE, N. C. Joseph T. Ryerson and Son, Inc. has revealed plans for its new steel service plant to be located on an 11.5 acre site northwest of here. The company has been operating here in leased quarters since late 1953. According to President Charles L. Hardy, "we are confident that this area will continue to develop at a fast pace, and our building plans have been laid accordingly."

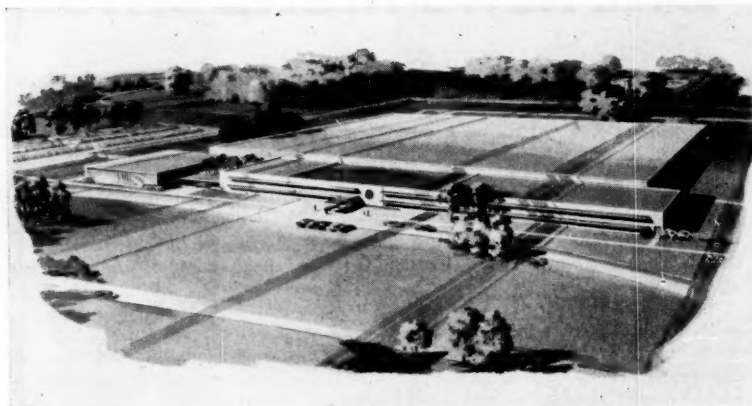
CALHOUN FALLS, S. C. A 1,000 acre plant site on the Savannah River three miles west of here has been purchased by the Mead Corporation of Dayton, Ohio. In announcing the purchase, President H. E. Whitaker did not reveal any plans for the site. However, it is expected that a new unit will be built to expand Mead's production of pulp, paper, and paperboard.

ST. PETERSBURG, FLA. Minneapolis-Honeywell Regulator Company has announced plans for a \$4 million plant near here for the manufacture of aircraft navigation equipment. According to President Paul B. Wishart, the new unit will employ some 1500 workers when it is completed in 1957.

LEESVILLE, S. C. The J. B. Martin Company, one of the Nation's leading manufacturers of velvets and narrow fabrics, will establish its first Southern operation here, according to R. M. Cooper, director of the South Carolina Development Board. A new \$500,000 plant will be built to accommodate approximately 50 workers, Cooper said.

SAN ANTONIO. A new \$750,000 laboratory for research on fuels and lubricants will be built for the U. S. Army Ordnance Corp at Southwest Research Institute here. Upon completion, the new facility will be staffed and managed by Southwest Research engineers and technicians, according to Dr. Harold Vagtborg, Institute president, and Col. William A. Evans, commanding officer of the St. Louis Ordnance District.

NEWPORT, KY. Purchase of Newport Steel Corporation here has been announced by Acme Steel Company of Chicago. The firm will continue to operate as a division of Acme Steel, one of the fastest growing companies in its field.



GE's new \$4 million plant in Gainesville, Florida, will have 300,000 square feet of floor space and will employ approximately 1,700 persons. With ground-break completed this summer, it is expected that the facility will be ready for occupancy in about two years.

Westinghouse, GE Plant Announcements Underscore Electrical Expansion In South

ATHENS, GA. Announcement that Westinghouse will build a multi-million dollar transformer plant here gives further impetus to the electrical equipment boom in the South. The report of the new unit follows on the heels of GE's announcement of two new plants in Florida.

Construction of the Athens facilities for Westinghouse will begin immediately and production is scheduled to begin in the middle of 1958. At full capacity the plant will employ around 1,200 workers. Only key personnel in engineering, sales and administration personnel will be transferred to the Athens location, with all production employees coming from Athens and surrounding cities.

Meanwhile in Gainesville, Harrison VanAken, Jr., General Manager of the Communication Equipment Section of General Electric said that a building providing more than 300,000 square feet of space would be erected on a 158-acre tract on Route 441, ten miles northwest of Gainesville, near Hague to house the headquarters and manufacturing facilities of the Communication Equipment Section.

It will take about two years to complete construction of the building, and to prepare it for full operations, he added. He estimated the cost of the plant will be in excess of \$4,000,000.

Approximately 1,700 men and wom-

en will be employed in the new plant.

Construction of the new building near Gainesville will enable General Electric to consolidate all of its Communication Equipment operations in one location, VanAken added. "This," he explained, "is necessary to achieve the most efficient operation and also to



Biggest little electronic tube in the world—that's the General Electric Company's description of the 80-foot water tower built at the new tube factory the company has under construction at Owensboro, Ky. This 200,000-gallon water tower was built to the proportions of a 6BK7—a v-h-f tube often used in television sets. The tank is 84 million times larger, by volume.

provide additional manufacturing space to meet the demands of a constantly growing market."

VanAken also said the estimated employment in the Gainesville operations would be greater than the total now employed by the section in Syracuse and Utica. This, he added, is due to the ever-increasing demand for communication equipment.

"The radio communication industry," he said, "has grown nearly 15 times in the last nine years."

The General Electric Communication Equipment Section has four major product categories—two-way mobile radio communication, microwave, power line carrier, and terminal equipments.

Two-way mobile radio provides communications between moving vehicles or persons. Microwave relay is used for multi-channel communications from point to point with radio frequencies above 900 megacycles as a carrier. Power line carrier is used by power utilities for communications between two or more fixed points employing the power line as the transmission media. Terminal Equipment interconnects radio equipment with other communication media.

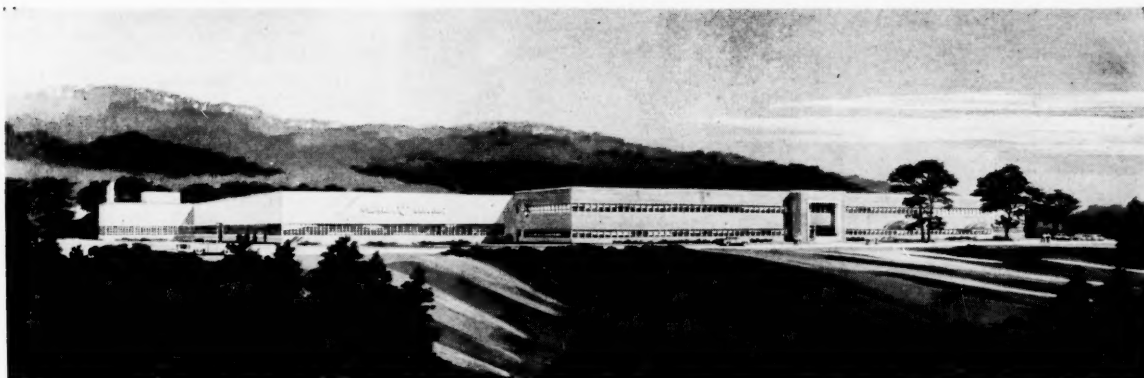
"General Electric communication equipment products," VanAken said, "are used widely by public safety departments, such as police and fire departments, defense services, the transportation industry, power utilities, petroleum companies, the manufacturing industries, construction companies, farmers, and in many other fields where fast communication is vital."

Ground will be broken this summer on the 158-acre tract, which is comprised of three parcels of land, VanAken said. Options on the properties were obtained through the local realty firm of M. M. Parrish, Inc.

Plans call for a large air-conditioned building consisting of three attached sections. A two-story reinforced concrete section, 80 by 620 feet will house the headquarters operations and engineering laboratories.

Attached to it will be a one-story, 28-foot high section, 650 feet long by 350 feet wide. Of structural steel construction, this will contain all of the manufacturing operations.

The third section, which will occupy 7,000 square feet, will house a cafeteria. A one-story structure, also of structural steel, it is designed to seat 500 persons for meals or have a capacity of 750 for meetings.



GE's new rectifier plant at Lynchburg, Va., is one of several major facilities the company is now adding in the South. Construction of this unit began in June, with completion due early in 1957.

The building plans were designed by the architectural firm of Robert and Co. Associates of Atlanta, Ga.

In seeking a site for the new plant, VanAken said, the General Electric Company studied a number of communities in several states. Factors leading to the selection of the Gainesville area included the availability of technically skilled men and women, the presence of an excellent university for technical education and training, good cultural and other facilities which make the community an attractive place in which to live.

Another important consideration, he said, was that the city and the state appear to provide a good business climate for the operation of the section.

VanAken expressed his appreciation to civic and community leaders for their interest and active cooperation in the discussions and studies which led to selection of the Gainesville area.

The Communication Equipment Section now has its headquarters and some manufacturing facilities in Electronics Park near Syracuse, N. Y. The majority of the production facilities, however, are located in plants in or near Utica, N. Y.

Garrett Begins Building \$1 Million Tool Plant

LONGVIEW, TEXAS. Garrett Oil Tools, Inc., a division of U. S. Industries, Inc., has begun construction of a new ultra-modern manufacturing plant and office, according to an announcement by H. U. Garrett, president of the Longview firm.

The new tool plant, office structure and experimental research and development center, will be constructed as an integrated project in the new Longview Industrial district of the city.

Garrett estimated the combined facilities will represent an outlay of approximately \$1 million.

The new plant will occupy a 39.87 acre tract in the new Longview industrial district with 1303 feet frontage on U. S. Highway 80, and will be situated on a planned railroad spur of the Texas and Pacific Railway's main line. The combined research, office and manufacturing facilities will occupy 75,000 square feet of floor space, including 18,000 square feet for offices and 57,000 square feet for shop space.

The buildings will be of concrete and metal construction, and will be insulated and air-conditioned throughout.

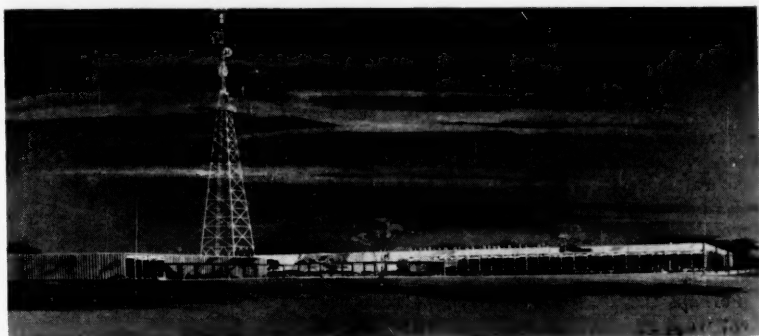
Completion of the project is expected around Jan. 1, 1957.

Building materials especially chosen for the Garrett project include tinted glass for the office front to be used with porcelain panel trim.

The architectural plans also call for the use of acoustical tile which is expected to reduce the noise level in both the offices and shop area by 75 per cent.

The separate experimental research and development building will be complete with its own machine shop. A 1,000-foot test well with a 95-foot derrick, and other modern test equipment, also are planned and will be integrated with the engineering department.

The design and layout for the plant calls for more than 400 feet of covered walkways connecting a paved parking area for 175 automobiles with the offices, shop and engineering buildings.



Work has begun on this million dollar manufacturing plant and office building for Garrett Oil Tools, Inc., at Longview, Texas. The combined research, office and manufacturing facilities will occupy 75,000 square feet of floor space.



In their successful bid to attract heavy minerals operations to Panama City, civic leader Dave Moyland and Tom Moore, former chamber of commerce manager for that city, test bore for traces of titanium along the coast line.

Rich Deposits of Strategic Rare Earths Spur Dixie Diggers to Feverish Pitch

PANAMA CITY, FLA. In a number of sections of the South today there is feverish activity directed at the establishment of new industries based on rare earths and heavy minerals. Such names as rutile, ilmenite, zircon, and kyanite—once used only by geologists—are fast becoming a part of the southern businessman's lexicon.

Recent exploration work has revealed that the south enjoys an unusually favorable position in the production of these recently-important minerals. Commercial deposits have been located along the Florida beaches, in Southern Georgia and in parts of North Carolina and Virginia. Several multimillion dollar processing plants have been built or are under construction.

Perhaps the most intensive development work has been carried on in this area during the past two years by the Panama City Chamber of Commerce. The former secretary, Tom Moore,



With enough traces found to justify further operations, a testing rig is set up on the white sands of the Panama City beach by the Crane Company.

and his successor, Harold Goforth, have now seen their efforts materialize in a new plant for the area.

This is the processing unit being located here by Heavy Minerals Company and its mining subsidiary, Marine Minerals, Inc. The new firm is owned by Crane Co. and Vitro Corporation of America. A minority interest is held by STR, a subsidiary of the French Chemical group of Pechiney.

The new combine has announced that it will dredge-mine a concentrate which will be separated principally into rutile, ilmenite, zircon, and kyanite. A unit will be built near here to handle raw materials.

Moreover, Heavy Minerals, organized by Crane in 1953, has announced plans for building a processing plant on a site now owned near Chattanooga. Among other products, a large quantity of monazite will be processed annually.

Marine Minerals, located near Aiken, S.C., is now mining rutile for sale as a raw material in the production of titanium metal; ilmenite for sale as a raw material in the production of titanium pigments; zircon for sale and for processing by Heavy Minerals; and monazite, which is also to be processed by Heavy Minerals.

Vitro Corporation of America is a diversified industrial organization heavily engaged in the atomic energy program, operating across-the-board in that field, from research and mining through engineering and design of production facilities. Vitro's extensive background in uranium, rare metals, and nuclear processing have given the corporation highly qualified experience for the new rare earths operations.

The French associate known as STR, is Societe de Produits Chimiques des Terres Rares, and is a 30-year pioneer in the fields of thorium and rare earths, and holds numerous patents on the processing of the minerals monazite, rutile, ilmenite and zircon.

Pensacola Project

More recently, plans for a \$25 million zirconium processing plant at Pensacola has been announced by National Research Corporation. This new unit will be built adjacent to the Escambia Bay Chemical Corporation unit on a 100 acre site.

According to NRC president Richard S. Morse, the new location pro-



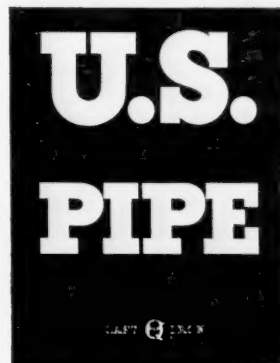
By changing the character of hormones and genes science may increase tremendously the size of fowl and domestic animals . . . put more meat at less cost on the American table.

100 years from now...

WE MAY RAISE CHICKENS AS BIG AS OSTRICHES!

How will we live, eat, travel in the future? Even scientists must include some guesswork in their predictions of the marvelous things to come. But one thing seems certain—water and gas will still be carried by the dependable, long-lasting cast iron pipe laid today. Here's proof! More than sixty American cities are still being served by cast iron water and gas mains over a century old. And today's modernized U. S. Pipe...centrifugally cast, quality controlled...is even stronger, tougher, and more durable.

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National Research Corporation President, Richard S. Morse, and Vice President, Robert A. Stauffe, are shown in a metallurgical development laboratory inspecting a new process enabling NRC to cut production costs of zirconium. An important government contract resulted in their locating a \$25 million processing plant at Pensacola.

vides important advantages:

"First, it will be close to Florida's beach sand, U.S.A.'s largest zirconium ore deposit, and second, it will be next door to the only producer in Florida of nitric acid and ammonia, which are the essential components of the zirconium refining process.

"The zirconium made in the Florida plant will be used in weapons production, for reactor and nuclear power plants. According to one NRC engineer, 'the importance of zirconium to the nuclear reactor industry is as important as copper to the electrical industry.'"

Other new units

Among other important new facilities designed for processing rare earths is the new monazite plant of Davison Chemical Company at Curtis Beach, Maryland. Importance of this facility is indicated by the fact that Davison has set up a separate affiliate, Rare Earths, Inc., to operate the plant.

Another recent development was the application of Nuclear Magnetic Mining, Inc., for extension of its state lease for the development of titanium ores on the beaches near St. Augustine. This is but one of several such minerals operations already in existence.

DuPont Company has mined titanium ores in Northern Florida for some time and has recently extended leases into Southern Georgia. American Cyanamid has built a multi-mil-

lion dollar titanium dioxide unit at Savannah.

Titanium concentrates are produced in the south now by American Cyanamid at Piney River, Virginia; by DuPont at Starke, Florida; by Florida Ore Processing Company at Melbourne; by Hobart Bros. Corporation at Winter Beach, Florida; by Marine Minerals, Inc. at Aiken, S.C.; by Rutile Mining Company of Florida, Jacksonville; and by Titanium Alloy Manufacturing Company, of Jacksonville.

Bordens Opens Plant At Demopolis, Alabama

DEMOPOLIS, ALA. A new polymerization plant with an initial annual production of 10 million pounds of polyvinyl acetate was opened here Aug. 1 by the Polyco-Monomer Department of the Borden Company's Chemical Division.

In making the announcement, Augustine R. Marusi, president of the Division, said it was the first such operation in the Deep South. It was decided to establish the plant, he added, because of the growth of the paper, textile, adhesives and paint industries in the area. All have polyvinyl acetate applications.

Borden's will provide tank car, tank truck and drum shipments from Demopolis throughout the Southeast and Southwest.

PROGRESS NOTES

► **ST. STEPHEN, S. C.** Albany Felt's modern new \$2.5 million plant in St. Stephen, S. C. has begun operation and is now in full production of paper machine felts. It brings to the pulp and paper industry of the South a nearby source for paper making felts. Machines were started four months after construction began.

► **PENSACOLA, FLA.** A new four-story-and-basement building to house the general and local office functions of Gulf Power Company will soon be constructed here according to L. T. Smith, Jr., company president.

► **HIGHPOINT, N. C.** Reliance Varnish Company here is building the second of five planned units for their manufacturing operations. This second unit contains 8,000 square feet and approximate cost, including machinery, etc., is \$85,000. The firm came from Louisville, Kentucky.

► **HOUSTON.** The Atlantic Scientific Corporation has been purchased by W. H. Curtin and Company.

When the transaction became effective, only one major change occurred. Glenn E. Estess who has been with W. H. Curtin and Company for many years, was transferred to Orlando, and appointed General Manager of Atlantic Scientific Corporation.

► **LEXINGTON.** International Business Machines announced plans recently for construction here of additional manufacturing facilities for the company's Electric Typewriter Division. H. W. Miller, Jr., general manager of the autonomous Electric Typewriter Division, said that the Lexington operation would augment production which got under way two weeks ago at Kingston, New York. The Lexington plant will be a 386,000 square-foot building on a 278-acre site north of the city on the Belt Line Highway.

► **HOUSTON.** The Gulf Specialties Company of this city, has been purchased by the Industrial Adhesive Company, manufacturer of Indaco industrial glues and pastes in Dallas and New Orleans, according to Thomas W. Griffiths, Indaco president. Gulf Specialties Company will be identified as the Gulf Specialties Division of the Industrial Adhesive Company.

► **DALLAS.** The recent consolidation of the Semiconductor Products and Components division has caused an increase in the planned size of the new Texas Instruments plant here. The size of the plant is now reported to be scheduled for 238,000 square feet. Construction will begin in the fall of this year on TI's 275-acre tract of land on North Central Expressway near Richardson, Texas.

► **FT. LAUDERDALE.** A new concrete pipe manufacturing plant has been constructed here to insure prompt service to contractors who are trying to keep Florida's rapidly expanding sewerage construction program on schedule. It was completed by two well-known Cleveland firms, United States Concrete Pipe Company and Universal Sewer Pipe Corporation.

INDUSTRIAL PROGRESS

New Plant Summary

The following is a summary of major industrial plants reported to the RECORD during the month of June, 1956. This information has been checked with the Southern Association of Science and Industry and various state development agencies.

Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

ALABAMA

Montgomery—Alabama Gravel Co., sand and gravel, \$125,000.
Sardis—Wiley Fancher, Inc., commercial charcoal.
Thorsby—Thorsby Manufacturing Co., ladies blouses, \$200,000. (D).

ARKANSAS

Delight—Delight Oak Flooring Co., flooring. (E).
Jonesboro—Arkansas Glass Container Corp., Mel McSwain, President, glass containers \$1 million. (C).
Pine Bluff—Murphy Corp., paper. (E).
West Memphis—United Wood Corp., D. N. Copp, Pres., wood composition board. \$500,000. (C).

FLORIDA

Belle Glade—Florida Vacuum Cooling Corp., vacuum cooling of fruits and vegetables. \$600,000.
Clearwater—Aerosonics Instrument Corp., altitude instruments for aircraft. (B).
Cross City—Continental Turpentine and Rosin Corp., distillation of pine stumps. (C).
Dania—Aircraft Fitting Co., aircraft fittings. (B).
Ft. Lauderdale—Teletron Co., electronic equipment. (C).
Ft. Pierce—Ft. Pierce Industries, Inc., viewfinders.
Hialeah—Republic Steel Co., Truscon Div. (1130 Albert St., Youngstown 1, Ohio), windows.
Hollywood—Kretschmer & Tardin, Inc., stainless steel kitchen equipment.
Jacksonville—James H. Matthews Co. (470 Atlantic Ave., Boston 10, Mass.), rubber disks for paper manufacturers.
Lakeland—Union Bag and Paper Corp. (10 Park Place, New York, N. Y.), corrugated boxes. (B).
Lakeland—The Valance Manufacturing Co., Inc., venetian blinds, awnings.
Marianna—Warner Bros. Co. (343 Lafayette St., Bridgeport, Conn.), foundation garments. (D).
Miami—Falconer Co. (414 Water St., Baltimore), bank and commercial stationery.
Miami—General Zipper Corp. (34-22 Vernon Blvd., Long Island City 1, N. Y.), slide fasteners.
Miami—F. E. Schilling Co., concrete products.
Orlando—Barton Lake Farms, dog food. (B).
Orlando—Florida Oxygen Service, oxygen and other gases. (B).
Orlando—National Brewing Co., brewery.
Palatka—Hudson Pulp and Paper Co. (New York 22, N. Y.), bleached pulp, white tissues, \$15 million. Operation est. to begin July, 1956. (D).
Palatka—Hudson Pulp and Paper Co., newsprint, \$25 million. Production est. to begin late 1958. (C).
Tampa—Gulf Florida Ship Building—ship building and repair. (B).

GEORGIA

Augusta—Dixieland Iron & Metal Co., aluminum smelter. \$300,000.
Augusta—Allied Chemical and Dye Corp., chlorine and caustic soda.
Augusta—Sutherland Paper Co. (Kalamazoo, Mich.), options site for kraft mill.
Brunswick—Olin Mathieson Chemical Corp. has begun construction of a multi-million chlorine and caustic soda plant.
Clayton County—Industrial firm has bought option on 45 acres in northern part of the county. \$3 million.

August, 1956

17



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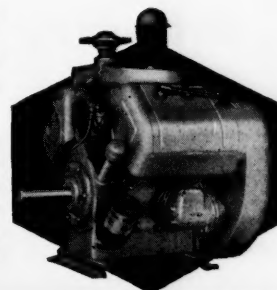
The tiny ant has strength and stamina far out of proportion to its size...

HEAVY-DUTY ENGINE POWER can be packed into small space, too...

Like the tiny ant, Wisconsin scientifically engineered and constructed engines more than hold their own with power units of greater bulk... both in terms of usable horsepower and heavy-duty stamina.

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Wisconsin Heavy-Duty Air-Cooled Engines are available in twelve different sizes, in a complete power range from 3 to 36 hp. All models can be equipped with electric starter and generator (or starter only) and can be adapted to operation with kerosene, natural gas and LP fuels, as well as gasoline. Write for Bulletin S-188.



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INDUSTRIAL PROGRESS

Cornella—Royal Poultry Co., processing of broilers. In operation June, 1956. (C).

Dillard—Rabun Mills, Inc., textiles, \$3 million. (D).

Dublin—J. P. Stevens & Co., Inc., Nathaniel Plant, (Milledgeville, Ga., J. P. Stevens, Jr., Board Chairman), woollens. In operation June, 1956. (D).

Gainesville—Warren-Featherbone Co., moving from Michigan, textiles. Construction est. to begin July, 1956. (D).

Ellijay—Hampton Mills, Inc., H. W. Hampton, Pres., bath sets. Operation est. to begin about July 1. (B).

Norcross—Boatwright Paint Co., paint, \$500,000.

Savannah—Johns-Manville Corp., asphalt roofing. Completion est. late 1956, \$3 million. (C).

KENTUCKY

Lexington—International Business Machines, electric typewriters, \$4 million. (E).

London—Kentucky Concrete Pipe Co. In operation mid-1956, \$200,000.

Paducah—Magnavox Co., batteries, capacitors. (D).

LOUISIANA

Bogalusa—Textile Paper Products, cores for paper rolls. To open soon.

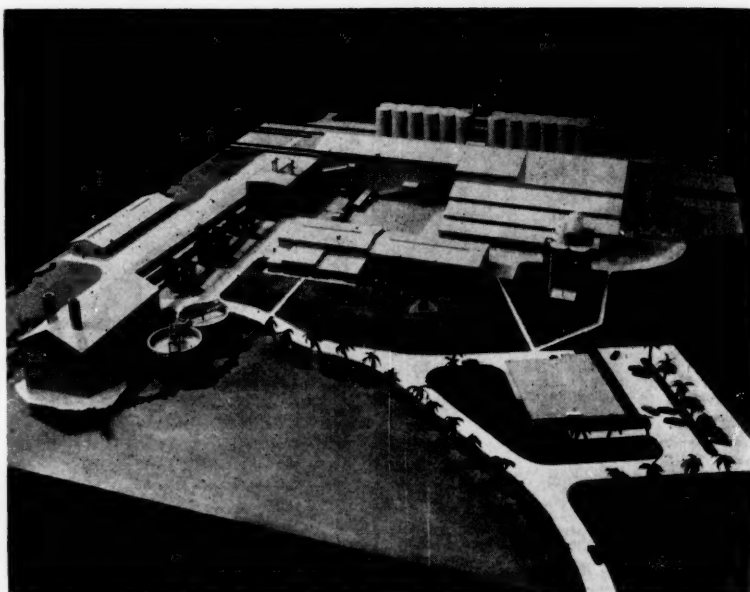
Eunice—Union Oil and Gas Corp. of La., natural-gas processing. Construction to begin late 1956 with completion est. mid-1957.

Mercentau—Caribbean Cellomatic Battery Mfg. Co. (subs. Universal Supply Co., Crowley, La.). Now under construction.

New Orleans—Chemoll Corp., John R. Tusson, Pres., alkylate and high-octane motor fuel, \$20 million. Completion est. 1957.

Pine Island Field, Caddo Parish—Gulf Natural Gas Corp., processing of casinghead gas. Completion est. mid-1956.

Plaquemine—Dow Chemical Co. (1000 Main St., Midland, Mich.), caustic soda, chlorine. Construction to begin early fall.



This is a model of Lehigh Portland Cement's proposed 20 million plant which will produce over 2-million barrels of cement annually. It will be located in the Florida Everglades, seven miles west of the Miami International Airport, and two miles north of the Tamiami Trail. Construction of the new plant will require 18 to 20 months. When completed, it will have approximately 200 employees with an annual payroll of \$900,000.

MARYLAND

Baltimore—Josam Corp., 1149-1151 Watson St., Moses Silberman, President, soda syrups. In operation mid-1956.

Baltimore—Leeder Manufacturing Co., Inc., 1242 S. Paca St., dry chemical fire extinguishers. (B).

Hagerstown—F. J. Kress Box Co. (Pittsburgh), corrugated fibreboard containers. Completion est. July, 1956.

MISSISSIPPI

Walnut—McGregor-Doniger, Inc., sportswear. (C).

NORTH CAROLINA

Black Mountain—American Parboard Corp., lumber and wood products. (C).

Concord—Shannon Hosliery Mills, Inc., textiles. (B).

Durham—Wright Homes, Inc., lumber and wood products, prefabricated houses. (B).

Kinston—Kinoca Shirt Co., apparel. (B).

Linwood—Maegeo Farms, Inc., dehydrated alfalfa meal. (B).

Morganton—Wolverine Finishes Corp., lacquers and sealers. Completion est. September, 1956, \$100,000.

Sanford—Black Panther Co., charcoal briquettes. (B).

SOUTH CAROLINA

New Ellenton—Shamrock Manufacturing Co., clothing.

TENNESSEE

Jamestown—Harrison Produce Co., poultry processing. In operation June, 1956. (B).

Knoxville—Knoxville Tool and Die Co. (Sub. Connetta Tool and Die Co., Stamford, Conn.), tools and dies.

LaFollette—Champion Cable Co., automobile wire and cable. Completion est. September, 1956. (B).

Pine Haven (near Jamestown)—B. Walter Co. (Wabash, Ind.), table slides. (B).

TEXAS

Alpine—Alpine Garment Factory, children's clothing. Operation began July 1, 1956.

Diboll—Southern Pine Lumber Co., fiber board plant, \$4 million. Completion est. September, 1957. (C).

Georgetown—Cole Products Corp., bathroom cabinets, ventilators, \$250,000. Completion est. July, 1956.

Gonzales—Texas Foamed Plastic Corp., polyurethane plastic foam, \$400,000. Completion est. July, 1956.

Houston—Vinson Steel & Aluminum Co., steel and aluminum. Construction to begin September, 1956, \$1 million.

Longview—Garrett Oil Tools, Inc., an ultra-modern manufacturing plant, \$1 million.

Navasota—Cottonseed Co-op Mill, cottonseed oil, cake and meal, \$300,000. Operation to begin August, 1956.

Odessa—Odessa Butadiene Co. Completion est. summer, 1957, \$16 million.

Orange—Firestone Tire & Rubber Co., styrene. \$multi-million. Operation est. to begin early 1958.

Palestine—Texize Chemicals, Inc. Construction to begin August, 1956.

Pineland—Southern Pine Lumber Co., \$2 million electric sawmill. Completion scheduled for January, 1957.

Rusk—Texas Oak Flooring, Inc., oak flooring, \$290,000. Operation est. to begin December, 1956.

Sweetwater—Flintkote Co., gypsum processing, \$8 million. Construction to begin September, 1956.

VIRGINIA

Chesterfield—Atlantic Bitulithic Co., asphalt. In operation mid-1956, \$250,000.

Dillard—Old Dominion Box Co. Construction underway mid-1956, \$500,000.

WEST VIRGINIA

Huntington—Pilgrim Glass Corp. (Subs. Alfred E. Knobler Co., New York), \$100,000. (B).

Martinsburg—Sexton Can Co., industrial containers, cans. Construction to begin immediately. (B).

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Raleigh: Flying High

**Boosted by "Research Triangle" North Carolina's
Capital City Is Soaring To New Industrial Success**

RALEIGH, N. C. Some centuries ago, Sir Walter Raleigh won fame and fortune by dropping his cloak for a VIP. Right now, this North Carolina city that is named after him drops the traditional red carpet for the VIPs of industry.

It was not always thus. For quite some time, Raleigh was content to go along as the capital city of its state; as a cultural and educational center; and as a prime market for the rich agricultural area surrounding it. The city still possesses all of these things, plus the tradition of pleasant living that goes with them.

On the other hand, since the city has made an all-out bid for the industrial heritage that is rightfully hers, beginning in 1947, some 5,000 additional potential jobs have been added. New plants have included several food processors, textile mills of various sorts, a paper plant, metalworking units, and, recently, several electronic plants.

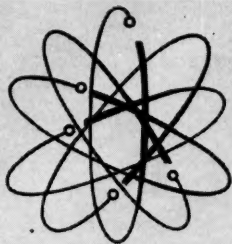
Because of the splendid research facilities available, Raleigh is now receiving more and more attention from companies desiring to build plants requiring the new techniques that are revolutionizing industry. Raleigh is situated at the apex of the Research Triangle—the

Symbolic of Raleigh progress today is Aerotron pilot-salesman demonstrating new aircraft radio developed by local firm.

RESEARCH

is a dynamic development
in forward-looking

NORTH CAROLINA



DUKE UNIVERSITY



UNIVERSITY OF
NORTH CAROLINA



NORTH CAROLINA
STATE COLLEGE

Ideas for tomorrow's products — and research leading to improvements in today's products and processes — are among the tangible benefits available to industry in North Carolina.

Three famed educational institutions combine to form a research center that is attracting top scientists and graduating increasing numbers of science and engineering students. Separately and cooperatively, these great schools carry on major projects for industry and government.

North Carolina research equipment and facilities include the first independently-owned, unclassified nuclear reactor. Scientists and research engineers at the universities are available to consult with industry. Trained personnel is provided by increasing numbers of students majoring in the modern sciences.

Here, in this uncrowded area and unhurried atmosphere, already distinguished for its research projects, laboratories are welcomed. More companies are invited, too, to share the present research facilities and other important advantages of plant locations in North Carolina.

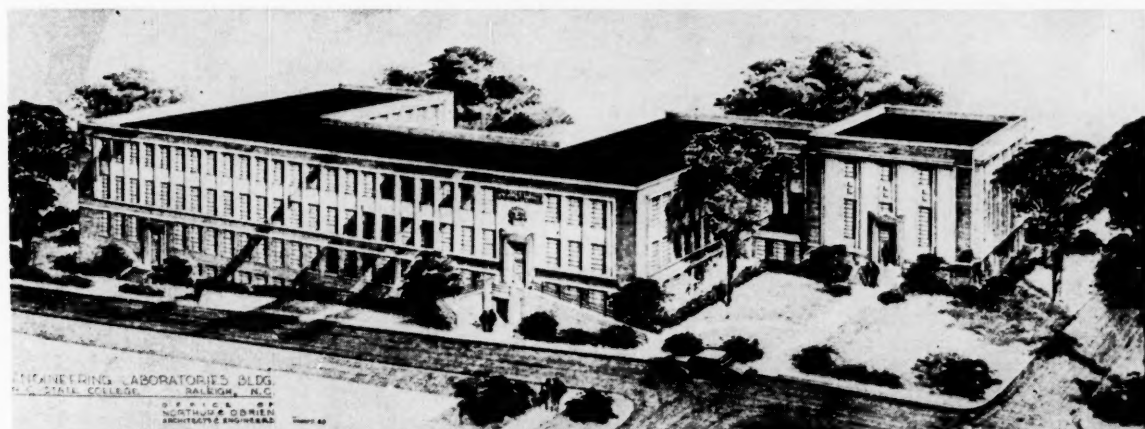
Write in confidence for additional information.

Department of
CONSERVATION AND DEVELOPMENT
Raleigh 7, North Carolina
William P. Saunders, Director

NORTH CAROLINA
YEAR 'ROUND MID-SOUTH



FREE
BROCHURE
"Industrial
Location
Factors" —
Send for a
copy today.



Among impressive scientific resources in the Raleigh area is this engineering laboratories building recently added at N. C. State College. Through the Department of Engineering Research such facilities are made available to industries locating in the region.

almost unique area which, within twenty miles of Raleigh, includes three great universities having more than 850 scientists on their staffs.

Institutions in the local area today are equipped to handle research in some 46 broad fields of science, and in hundreds of facets of such fields. Presently, research projects under way number well over a thousand.

Governor Luther Hodges has appointed an outstanding committee of technically trained industrialists, as well as executives of the three universities—North Carolina State and the University of North Carolina (state-supported schools) and Duke. They are engaging in welding this large aggregation of research talent into a tremendous tool for industrial development. And they're making the area a haven for business executives seeking research assistance on almost any problem they may encounter.

Importantly, this includes advanced research in the nuclear field. The first nuclear reactor for civilian studies was set up at North Carolina State College here. The first degree of doctor of philosophy in nuclear studies acquired in this country was conferred here.

A sort of generic name—Consolidated University of North Carolina—has been bestowed on North Carolina State, the University of North Carolina and the Women's College in Greensboro. However, the school at Chapel Hill (the oldest state university in the country, by the way) is customarily referred to as the University of North Carolina, while the engineering, textile,

School of Design, ceramics and agricultural school at Raleigh is known as North Carolina State.

The latter school has a plant here valued at \$30 million. Its campus covers 2,200 acres, with a total of 64 buildings. The textile library, consisting of 4,500 books, is considered to be the world's best.

The Research Triangle has on its "joint faculty" a large number of members with nation-wide reputations. Many professors are presidents or past presidents of national organizations in their fields. As recently as last March, too, Raleigh was selected as the site for the Records Center of the National Science Foundation, where is maintained a roster of some 130,000 scientists whose knowledge and skills may be marshalled quickly in case of a national emergency.

A statewide program was launched in Raleigh last year to assist industries through an Industrial Experimental Program at N. C. State. In that school, about \$550,000 is being spent on engi-

neering research and \$250,000 on textile research this year. According to a recent announcement by Governor Hodges, the university is also considering plans for the establishment of an Institute of Natural Sciences and Mathematics, for the promotion of research in those fields.

Since North Carolina State began awarding degrees in nuclear engineering, some 200 scientists in this field have been graduated. More than 6,000 visitors have passed through the building that houses the reactor, which is the first nuclear pile to be used entirely for teaching and research. One of the first industries to make use of the nuclear facilities was the Carolina Power & Light Company, with headquarters in Raleigh. Some 30 CP&L employees have taken extension courses in nuclear technology.

In keeping with the atmosphere of research, in May the American Machine & Foundry Co. dedicated a new engineering laboratory here in the York Industrial Center. This is one of the most modern industrial research stations in the South. At that time, Governor Hodges expressed the feeling of Raleigh and North Carolina as a whole, as follows:

"We are especially proud of the research and development operation which AMF has built in Raleigh since it exemplifies one of the basic ideas of our Research Triangle program. The same cultural conditions, scientific environment and technical assistance which led to the formation of the Triangle Program were responsible for the

FEATURE CITY SERIES

This is another in a series of special reports on southern cities which enjoy unusual industrial growth opportunities. Reprints are available from the Raleigh Chamber of Commerce, 23 W. Davie Street. Another outstanding southern city will be featured in an early issue.



There's a man in Raleigh . . .

. . . a banker with specialized knowledge of your particular industry, who will gladly help you evaluate Raleigh's facilities in relation to your specific needs.

Raleigh's banks are happy to place at your disposal the experienced counsel of many such success-minded specialists.

Among Raleigh's commercial banks, you'll easily find one ideally suited to meet the requirements of your operation.

TOTAL RESOURCES OF RALEIGH'S COMMERCIAL BANKS EXCEED \$875,000,000

The Raleigh Banks

Members of the Federal Deposit Insurance Corporation

location of these laboratories in Raleigh.

"The Research Triangle Program has been set up to take advantage of the unusual research talent and resources offered by the three university campuses, located in a triangle with sides about 20 miles long, which provide a home for two medical schools, a school of dentistry, two engineering schools, an atomic reactor, two schools of forestry, a school of textiles, a school of agriculture including an agricultural experiment station, a school of public health, a school of business administration, an institute of experimental statistics in which is located the world's highest concentration of professional research statisticians, an institute of government, and a number of other specialized schools and institutes.

"At few locations in the United States can there be found an area so favorable to a research seminar atmosphere and so accessible to advisory talents, instruments and devices for performing effectively in the field of research."

The Raleigh Engineering Club has a membership of over 300. Many Raleigh engineers are also affiliated with local chapters of engineering societies, which include electrical, mechanical, architectural, tool design and civil engineering.

Existing Industries

Today, Raleigh can boast a variety of business activities ranging from the big "blue chip" Westinghouse meter plant to the small but fast growing Aeronautical Electronics, Inc.

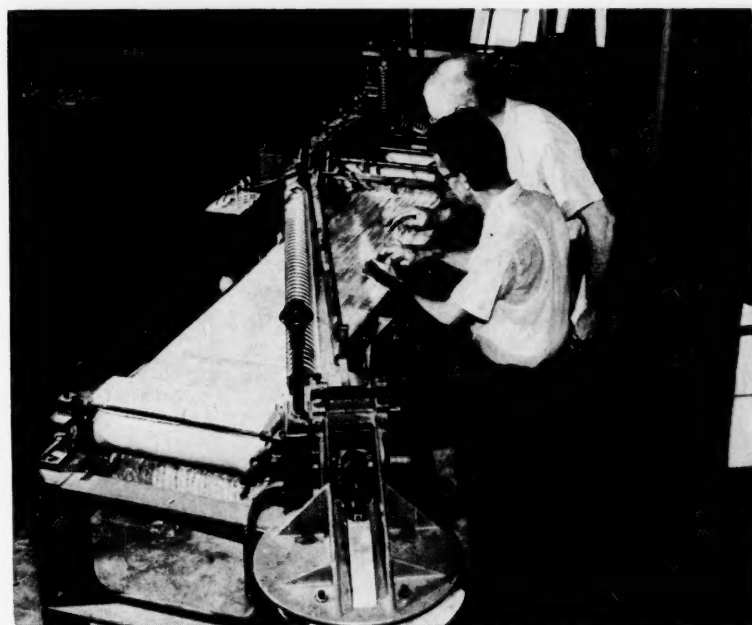
The Westinghouse unit was located in Raleigh some two years ago after a site survey that included a number of states and several dozen cities. Already it is evident that the choice of Raleigh has been mutually beneficial to the city and the company.

Now Westinghouse employs 1000 new workers here and will employ 2500. And, according to J. A. Babcock, Plant Manager, Westinghouse has been "especially pleased" with the operation here. "The spirit of cooperation in the community and among our employees has convinced us that Raleigh and North Carolina were the right choice for Westinghouse," he says.

In addition to the Westinghouse unit, the Raleigh Area also can claim the large electronics plant operated by Cornell-Dubilier at Fuquay Springs. Moreover, large industries in the area in-



Research designed to find new industrial opportunities for Carolina-produced ceramics is a major concern at N. C. State College. Here a graduate student handles radioactive materials behind lead shield.



Another important activity at N. C. State is textile research. Altogether, the Raleigh institution is investing some \$3.5 million this year in studies of factors affecting almost every phase of the local economy.

INDUSTRIAL RALEIGH



One of the South's most modern engineering laboratories is housed in this new unit completed recently by American Machine and Foundry in the York Industrial Center, Raleigh. The facility was officially dedicated earlier this year.

clude two plants operated by General Sportswear, as well as a variety of smaller units.

In fact, it is the rapid rise of some of Raleigh's small home-grown technical industries which best confirms the existence of an unusual business climate here. Take, for example, Aeronautic Electronics, commonly called Aerotron, which operates a plant at the Raleigh-Durham Airport. Aerotron was organized in May 1946 with an original investment of \$2,300.

Today the company has a plant of 15,000 sq. ft. manufacturing a new and popular type of aircraft radio equipment. It is expected that gross sales will reach \$750,000 in the fiscal year 1957.

The management of Aerotron reflects one of Raleigh's outstanding location

attractions today—technical manpower. President Charles R. Browning graduated from North Carolina State College in electrical engineering. Secretary-Treasurer Donald Hicks is a graduate of the University of North Carolina. Many of the key staff members are graduates of North Carolina institutions who have moved back to Raleigh as soon as the opportunity offered itself.

Among other important members of the local business community are Burlington Mills (textiles), North Carolina Products Company (concrete pipe), and Buckeye Cotton Oil Company.

Altogether the Raleigh Area now has some 126 manufacturers, employing about 5,000 workers. Among the products now being made here are drugs and medicine, fertilizers, vegetable oils,

bakers products, dairy products, beverages, meat products, millwork, automotive parts, electrical equipment, electric meters, store fixtures, venetian blinds, washboards, agricultural equipment, miscellaneous iron and steel products, truck bodies, cotton textiles, culvert pipe, oil tanks, synthetic textiles, rayon textiles, burlap bags, concrete products, and artificial limbs.

Raleigh is also well known as an insurance center. Three life insurance and two fire insurance companies have their home offices here. It is estimated that the insurance activities employ more than 1,000 workers.

Another keystone of the local economy is governmental activity. The state agencies employ about 6,000 and the federal agencies another 1,000. Moreover, the business men who visit Ra-



Electronics technician checks industrial control apparatus under development in AMF Raleigh lab.



This pilot plant for metal plating studies is another

leigh frequently to contact state agencies, plus a substantial number of state conventions, pour additional income into local coffers.

Raleigh has more than seven hundred retail stores and serves a trade area which includes more than 1 million people. There are 200 wholesalers here employing about 5,000 people.

In recent years large food distributors like Colonial Stores and A & P have brought major distribution facilities here. Winn-Dixie Company will soon start construction of a major warehouse in Raleigh.

According to all reports, Raleigh is experiencing the busiest summer in its history from an industrial development viewpoint. Among construction now going forward is a new warehouse and office building for J. P. Wyatt and Company, wholesale hardware distributors; Swift & Co.; a new fabricating plant for Peden Steel Company; and a new building for McCracken Supply Company, wholesale electrical appliance distributors.

In addition, construction will begin soon on a new container plant for International Paper Company and a new printing plant for Edwards & Broughton.

Most important, two large national concerns are at present scanning Raleigh very carefully as a possible location for major manufacturing plants. These projects cannot be specified at the moment, but it appears likely that

Rain-Made Industry

A Raleigh businessman was driving along in the rain a few years ago, when he saw some youngsters huddled by the roadside, waiting for the school bus. He designed several waiting stations that would keep the children out of the rain and wind and induced several local companies to buy numbers of them for installation along the highway, with appropriate advertising. Originally a non-profit idea, companies from other parts of the State and from other states began clamoring for the shelters, so a company was formed to make them and is now a flourishing Raleigh industry.

the city will announce the addition of important new units in the near future.

Facts and Figures

Raleigh is located approximately in the center of North Carolina and it was originally built here to serve as the capital of the state. It is at 363 feet above sea level. According to the 1950 census, the population was 65,679—68 per cent white and 32 per cent colored.

The present population of the city itself is 74,500 and of Raleigh Township

(which includes the suburbs) 85,000. Wake County, of which Raleigh is the county seat, contains 156,000 people.

Since 1947, the municipal government has been administered by a streamlined version of the councilman-city manager system. The council of seven members is elected every two years. They in turn select one of their number as mayor and the group selects a city manager.

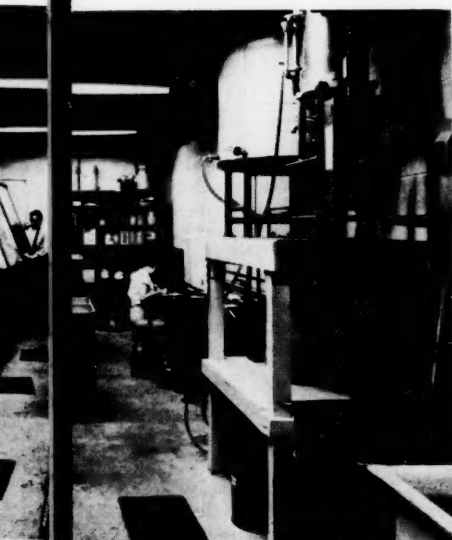
Five commissioners manage the county affairs, and there is a joint city-county health department.

The city has a mild climate, with an annual mean temperature of 60.3, as compared with 48.4 for Chicago, and 52.3 for New York. The annual precipitation is 46.56 in., as compared with Chicago's 32.37 and New York's 42.99. The seasonal heating in degree-days shows Raleigh with 3,306, compared to Chicago's 6,495 and New York's 5,280.

A 30-year survey (1920-1950) produced the following averages in Raleigh, by months:

Month	Max. Temp.	Min. Temp.
January	51.3	34.0
February	53.9	34.9
March	61.9	40.7
April	71.1	48.3
May	79.6	57.4
June	87.1	66.1
July	88.9	69.6
August	87.6	68.3
September	83.2	63.6
October	73.4	51.7
November	62.2	41.9
December	52.8	35.1

Raleigh is a city of beautiful homes on shaded streets, but quite important, too, is the fact that building costs here are 71 per cent of what they are in New



important part of AMF's southern laboratory.



The design staff in the AMF Raleigh unit is concerned with problems ranging from cigarette manufacturing equipment to jet engine components.

INDUSTRIAL RALEIGH

York and among the lowest in the country.

Raleigh has two daily newspapers, a television station and three radio stations. It also has a weekly newspaper for negroes. All three newspapers are owned locally.

With two outstanding medical schools within a 20-mile radius, Raleigh is well supplied with hospitals and doctors. There are more than 100 practicing physicians in the city itself, with three hospitals having 458 beds. Teaching hospitals at the two schools accommodate more than 1,100 additional beds. Wake

County has also passed a bond issue for a 300-bed hospital to be located in the Raleigh area.

Local Labor Resources

Since it is an engineering educational center, Raleigh still has an exportable surplus of engineers, so far as state industries are concerned. Some 50 per cent of the engineering graduates at North Carolina State take positions outside of the state.

They return, however, if they have the chance. For example, the manager of the American Machine & Foundry

Company's laboratory and research facilities at Raleigh is a local boy, who went with the AMF in another location upon graduation, but returned to Raleigh at the first opportunity. Similarly, at a brisk, bright new industry which makes communication equipment, the president is a local engineering graduate who had gone to Connecticut to work, but who not only returned himself to found the company, but brought back with him a number of other "Tarheels" who were glad to return to their native state in engineering capacities.

For labor in skilled but less highly technical capacities, two factors might be mentioned. In Wake County, of which Raleigh is the county seat, there are 6,219 farms. The industrial population is 99.8 per cent native-born. Mechanization of farms has made an industrial labor pool of a large farm population. These people are easily trainable and mechanically inclined. They are perfectly willing to give a day's work for a day's pay. Strikes, labor stoppages, absenteeism and the like are something that one reads about in the papers, but they don't occur in Raleigh. Employees of the Westinghouse plant here recently voted two to one against organization.

A comprehensive labor survey made of the Raleigh area brought 12,000 replies from people who filled out the questionnaire. The detailed figures on this survey, available at the chamber of commerce, indicate that there is an industrial potential in the Raleigh area of between 15,000 and 20,000, with some 1,250 men and 3,200 women available for immediate employment.

As of February 15, 1956, the total labor force in Wake County was 64,655. Of these, an unusually large number live on farms near their place of employment. In addition to the city of Raleigh itself, the industrial development department of the chamber of commerce also works closely with the seven towns in the county, which range in size from 1,000 to nearly 4,000 inhabitants. In such towns, the potential labor supply living nearby on small farms is unusually great.

Rail Transportation

Raleigh is on the main line of the Seaboard Air Line Railroad between New York and Florida. It is also the terminus of the Norfolk line of the Seaboard, as well as being on the main line

Looking for an ideal site? Consider Raleigh, N. C.



Desirable locations on the Norfolk Southern Railway, meeting industry's requirements as to efficient transportation and necessary utilities, combine with an adequate supply of intelligent, easily trained employees and splendid community cooperation to assure a successful operation.

For full information contact J. M. Dillard, General Industrial Agent, Norfolk, Va.

NORFOLK SOUTHERN
Railway Company

INDUSTRIAL RALEIGH

to Atlanta and Birmingham. In addition to the wide variety of through sleeping-car service on the several New York-Florida and New York-Atlanta runs, the Seaboard also operates a Raleigh-Atlanta sleeping car.

The main east-west line of the Southern Railway through North Carolina gives Raleigh a connection, at Greensboro, with the Southern's Washington-Atlanta double-track main line. The Southern operates a Raleigh-Asheville and a Raleigh-New York sleeper.

The Norfolk Southern Railways main line between Norfolk and Charlotte serves Raleigh. This line is for freight service only and operates some 12 to 14 trains in and out of Raleigh daily.

Access to North Carolina's two modern deepwater ports is supplied by both railway and highway, the distances being approximately 145 miles to Morehead City and 135 miles to Wilmington. Also, Norfolk, Va. is less than 175 miles away by the shortest rail route.

Highway Transportation

Raleigh is the midway point between New York and Jacksonville (500 miles from each) on U. S. Highway



One of Raleigh's outstanding post-war success stories is that of Charles R. Browning (right), President of fast growing Aeronautical Electronics, Inc. This home-grown industry has risen from a one room shack in 1946 to a 15,000 sq. ft. plant at the Raleigh airport today.



"We're baking with free fuel!"

Says Mr. Hoyle H. Hicks, Plant Manager, Taylor Biscuit Co., Raleigh, N. C. "Thanks to Public Service Company of N. C. our savings from using NATURAL GAS pay the fuel bill on this huge bake oven. Before installing NATURAL GAS, we used two other fuels for roasting, cooking and for heating our plant. Public Service engineers analyzed our fuel needs and showed us how we could get all our heat requirements from one fuel ideally suited to quality food processing, in which cleanliness is so important. We're sold on NATURAL GAS and Public Service Company's engineering know-how."

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OF NORTH CAROLINA, Inc.**

P. O. Box 1349, Raleigh, N. C.



Public Service Co. of N. C. is happy to make available to commercial and industrial firms the services of its experienced heating and industrial engineers.



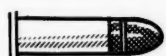
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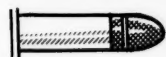
MANUFACTURERS RECORD

August, 1956

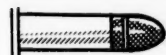
THE RIGHT LOCATION FOR YOUR OPERATION!



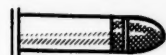
Friendly Community Attitude



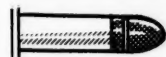
Cooperative Local Governments



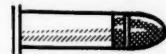
Plenty of Electric Power



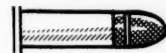
Plentiful Supply of Manpower



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Air, Rail, Water & Highway Transportation



Excellent Health, Educational,
Recreation and Religious Facilities

WE invite you, without obligation, to use our experienced plant location services. Just send us an outline of your specific requirements. We can then pre-select appropriate sites for your on-the-spot evaluation. Your inquiry will be kept in close confidence.

WRITE:—S. P. VECKER, Vice President

CAROLINA POWER & LIGHT COMPANY, Raleigh, N. C.



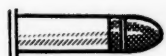
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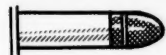
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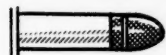
THE RIGHT LOCATION FOR YOUR OPERATION!



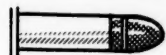
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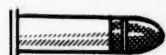
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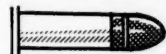
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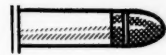
Plentiful Supply of Manpower



Ample Housing Facilities



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Excellent Health, Educational,
Recreation and Religious Facilities

WE invite you, without obligation, to use our experienced plant location services. Just send us an outline of your specific requirements. We can then pre-select appropriate sites for your on-the-spot evaluation. Your inquiry will be kept in close confidence.

WRITE:—S. P. VECKER, Vice President

CAROLINA POWER & LIGHT COMPANY, Raleigh, N. C.

INDUSTRIAL RALEIGH

No. 1—the Maine-Miami route. Another major north-south U. S. highway serving Raleigh is Route 15-A. U. S. 70, U. S. 70-A and U. S. 64 are the east-west highways leading from the city to the beaches and to the mountains in the other direction.

There are also five paved state highways. Route 70 is a four-laned divided super-highway between Raleigh and Durham, 23 miles, while each of the other highways is four-laned for short distances out of the city. Raleigh is fortunate in that, having been built

from "scratch" as a state capital, its streets are wider than usual and laid out originally on a precise plan.

Fifteen major trucking lines have their home office or important branch offices in the city and more than 100 trucking companies serve the city, some of which have restricted licenses for hauling only certain products, such as tobacco, corn, textiles or farm products.

Five bus lines operate into and out of Raleigh, one of them, the Carolina Coach Company, having 83 in and out-

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We can show you how to increase employee efficiency and morale, as well as save cash with the famous G-E Work Center Plan. Regardless of where your plant or offices are located, it will pay you to let us quote on your drinking water needs.

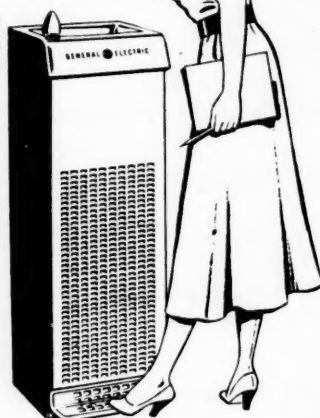
LIBERAL TRADE-IN ALLOWANCE FOR YOUR PRESENT WATER COOLERS

Walker Martin, Inc. will offer top allowances for your present water coolers. We'll gladly estimate their trade-in value—no obligation, of course.

CHECK THESE FEATURES:

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☐ I would like to know your Trade-In Allowance on our old water coolers.
☐ I would like a no-obligation survey of our present water cooler set-up.

YOUR NAME

COMPANY

ADDRESS CITY STATE



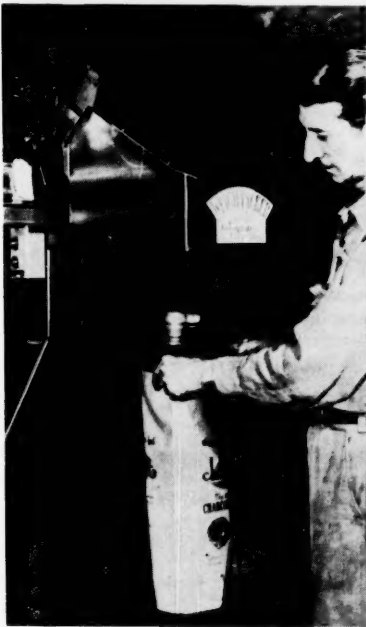
Further evidence of the fact that the Raleigh business climate is favorable for small technological industries is the helicopter development company headed by Igor Bensen. He is shown here flying a "Gyrocopter." Last month he introduced a helicopter-type aquaplane for water skiing enthusiasts.

bound schedules daily. There are 133 bus schedules in and out on all lines. City bus service is supplied by a fleet of 44 busses, with a capacity of between 15,000 and 20,000 passengers per day.

Air Transportation

A newly completed airport of modern design serves Raleigh and its neighboring city, Durham. It is located approximately 11 miles from each, but access is via a four-lane, divided, super-highway. Eastern Air Lines supplies a north-south service between New York and Miami, via Raleigh, and also has flights from and to Raleigh serving Atlanta, Birmingham and New Orleans.

Capital Airlines supplies east-west service through Raleigh on its flights between Knoxville and Norfolk. North Carolina's own Piedmont Airlines has numerous flights in and out of Raleigh serving other North Carolina cities. Piedmont's flights also go to Ohio River Valley cities on the West and to tide-water North Carolina and Virginia points on the East.



Raleigh's newest industrial product is this machine for packaging charcoal briquettes. It was introduced last month by Aeroglide Corporation, a local firm.

Summing up Raleigh's transportation picture, one finds that all important centers of the South, Midwest and East are within easy reach by rail, highway and air. Also, 30 per cent of the combined populations of the states of Virginia, North Carolina and South Carolina, reside within a radius of 100 miles from the city.

The Tax Picture

In North Carolina, the state takes over many of the functions of school and highway building and maintenance which are usually handled on a City and County level in other states. Thus, the tax structure differs in that state taxes are, in some cases, higher than in other states, and city and county taxes almost invariably lower.

The overall tax package is quite favorable to North Carolina and, specifically, to Raleigh. One of the factors that is of prime interest is that the industrialist who proposes to locate a plant in Raleigh, can discuss his tax problems at top level and get the answers not only from the man who collects the taxes, but also from the man who is in charge of spending the money thus collected.

A charter or entrance tax is imposed

on corporations at the rate of 40¢ per \$1,000 of authorized capital stock, with a minimum of \$40 and a maximum of \$500. This tax is levied only once, at the time of domestication, and is not an annual or continuing tax.

There are three alternative bases for the franchise tax assessed against manufacturing or business corporations. These are (a) the portion of the capital stock, surplus and undivided profits allocable to the State (b) the assessed value of property in the State (c) the book value of real and tangible prop-

erty in the State, less any debt outstanding as the result of acquiring such property.

The tax rate is \$1.50 per \$1,000 on whichever of these bases is the largest. Under certain conditions, the ratio of wages and salaries paid in the State to total salaries and wages may be used as an additional factor in the formula or as a substitute for one of the bases.

An income tax of 6 per cent of net taxable income is in effect, using the same formula as indicated for the franchise tax. In addition to the customary

CHOICE PLANT SITES

Excellent plant sites, large and small, are available on the Seaboard Air Line Railroad in the Raleigh area.

Let us help you find the right location for your factory or warehouse in this fine community.

The services of our Industrial Department are available to you without cost or obligation.

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Warren T. White
Assistant Vice President
Seaboard Air Line Railroad Company
Norfolk 10, Virginia





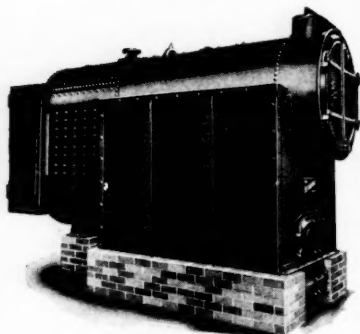
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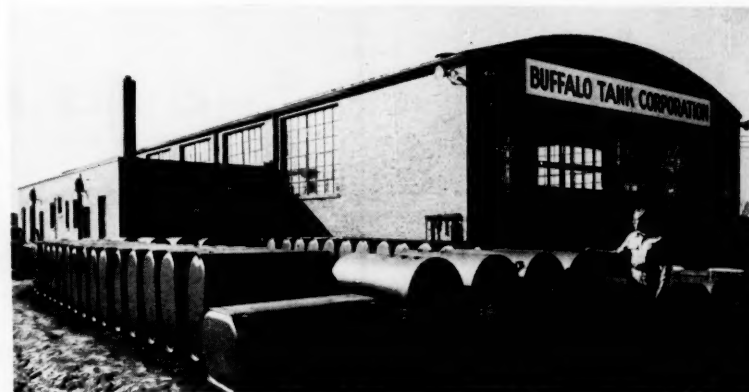


Stores in
RALEIGH, ROCKY MOUNT,
DURHAM, GOLDSBORO

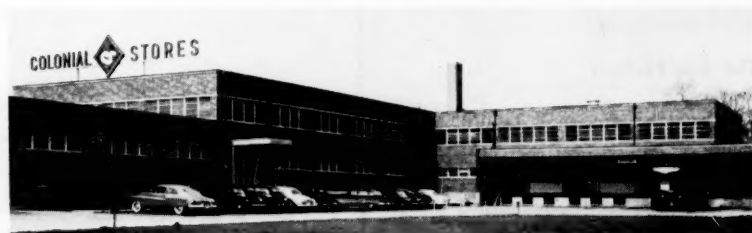
INDUSTRIAL RALEIGH



Raleigh's biggest industry is the huge meter manufacturing plant operated by Westinghouse. The company selected Raleigh some two years ago after a site survey which covered dozens of cities in a multi-state area.



Typical of smaller industries in the Raleigh area is this plant of Buffalo Tank Corporation. The local facility manufactures a variety of oil and gasoline tanks for distribution throughout the region.



Raleigh is also the home of a number of important distribution facilities. This Colonial Stores warehouse is an example.

deductions allowed for operating expenses, depreciation, obsolescence, etc., other deductions are allowed on all taxes paid (except income tax); income from tax exempt securities; payments to employee pension or profit-sharing trusts; current year losses, and several other factors.

In 1953, a Tax Review Board was created and, whenever a foreign cor-

poration wishes to review its tax structure with the State it can apply to this board for relief. Where a new corporation seeks to come into the State, the Board is authorized to examine the type of manufacturing or business in which the corporation is engaged and determine the basis on which it will be taxed before it actually spends any money whatever in the State.

INDUSTRIAL RALEIGH

Providing Utility Services

Carolina Power & Light Co., which serves some 30,000 square miles in North and South Carolina, supplies Raleigh with electric power and has its general headquarters here. This company has spent \$164 million for new construction in the last ten years and has plans to spend \$65 million more in the next three years. The 1956 budget for new construction totaled \$20,300,000.

Immediate service to Raleigh is supplied by a power substation located in the edge of the city. This substation is tied in with a statewide power system (including other companies besides the CP&L's own huge capacity) and the sources are a large number of hydroelectric and steam power plants located throughout the State.

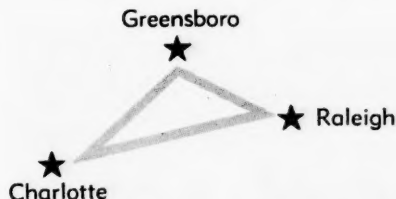
This arrangement insures that an unlimited supply of electric power can be supplied to a plant locating in Raleigh, with the maximum insurance against interruption of electric service. The CP&L maintains a large and active industrial development department in Raleigh.

Natural gas is supplied by the Public Service Co. of North Carolina. This is obtained from a pipeline of the Transcontinental Gas Pipeline Co., which passes through the heart of the Piedmont and has local sales laterals to Raleigh.

Raleigh's municipally-operated water system plant has a valuation of over \$6 million. Raw water is obtained from three lakes in the immediate area. The present capacity for treating this water is over 13 million gallons per day, and, with relatively slight alterations of the present facilities, this can be increased to 19½ million gallons per day. Present use is about 10 million gallons per day. The city now has three large storage tanks with a combined water capacity of 1½ million gallons. In addition to this elevated water storage, facilities for an additional 4 million gallons of ground storage water were recently completed and are now in use.

The water system is designed to maintain 65 lb. pressure on all lines. The average consumption now is about 10 million gallons daily. The water rates are on a sliding scale depending upon the volume used and, for a monthly consumption of 100,000 cubic feet or over, the rate per 100 cubic feet is 13 cents.

A raw sewage treatment plant and other facilities were recently constructed at a cost of 2½ million.



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Cameron Village, Raleigh, N. C.

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- Metal Building Supplies

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INDUSTRIAL RALEIGH



Raleigh offers a variety of cultural and recreational assets, such as a "Grass Roots" Opera shown above. Residents are no more than 175 miles from Smoky Mountain resorts or 180 miles from beaches on the Atlantic.



One of the more impressive new buildings adding to Raleigh's skyline is this new office of Occidental Life in Cameron Village. Raleigh is the home of several large insurance companies.

Financial Strength

The local banks are in position to supply substantial financing. Of the five, three are part of state-wide banking systems, one of which is the largest in the Southeast. There are also two building and loan associations.

In addition, there is in Raleigh an organization known as the Raleigh Industrial Building Corporation, which constructs and leases industrial buildings to companies desiring to locate in Raleigh. Complete information regarding this organization may be obtained from the industrial department of the Chamber of Commerce.

There is also a recently formed Business Development Corporation, with headquarters in Raleigh, which was formed at the instigation of Governor Hodges, but which is a private corporation whose capital has been fully subscribed by individuals, banks, other business and industries of the State. It operates on a state-wide level, making loans to prospective industries or to expanding industries. The important rule to start with is that the loan must have been refused by at least one bank or other financial institution before the Corporation can touch it.

Materials for Industry

Within a few miles of Raleigh, a variety of natural resources exist in the form of agricultural products and forest products. Awaiting development in Wake County, just north of Raleigh,

too, is a 25-mile square area that contains a large talc and soapstone deposit.

The Bureau of Census has just released its report on North Carolina farm products for the year 1954, which discloses that Wake County farmers had a cash harvest of more than \$17 million in that year. Field crops (tobacco, corn, cotton, etc.) accounted for 85 per cent of the total, bringing in \$14,681,000. Poultry and eggs were second, with \$864,000, while dairy products and livestock products sales amounted to \$630,000.

Other products were horticultural specialties, \$174,000; vegetables, \$80,000; fruits and nuts, \$53,000. While there was, of course, a considerable preponderance of field crops, these figures indicate a trend away from the one-time monopoly of tobacco and cotton as Wake County crops. The poultry and livestock figures, relatively insignificant only a decade ago, are of particular interest. In the county, some 40,000 acres were devoted to corn, just over 30,000 acres to tobacco (North Carolina raises more than 60 per cent of the nation's tobacco), and 8,000 acres were in wheat.

Raleigh also has a modern and commodious farmers' market facility. This was built quite recently and is one of the largest and most modern in the South. It is privately owned and operated.

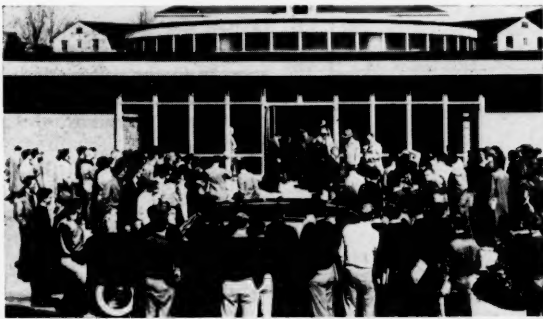
Governor Hodges has pointed out that one of North Carolina's bright opportunities lies in development of more

food processing plants. He said recently: "North Carolina hurts herself by buying foods outside the State of the same kind that we produce and often waste. With our people more dependent upon farming than are the people of any other state, we have fewer than one-half the national average of workers in processing and packing food industries. We want to remedy this condition."

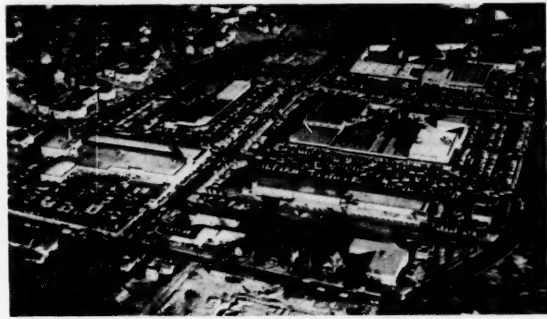
As a boost for farm-oriented industries, the North Carolina State Fair is held in Raleigh annually. The modernistic arena recently built there has attracted world-wide attention.

The arena is used as a year-round facility, livestock judging, etc. being conducted there during Fair Week, but it is also designed and used for trade shows, conventions, meetings, contests, banquets and exhibitions. Its two curved stands will hold 9,500 spectators.

The William Neal Reynolds Coliseum on the campus of North Carolina State College in Raleigh has as its most publicized function, the housing of the regular season basketball games and post-season tournaments of North Carolina and Atlantic Coast Conference a hot-bed of basketball. This huge structure is 371 ft. long by 177 ft. wide and seats between 13,500 and 15,000 people. Among its less publicized, but extremely valuable functions, is serving as a facility for agricultural and stock shows, industrial exhibits, conventions and many other types of gatherings.



The nuclear reactor at N. C. State College is not only an important scientific resource but it is a growing tourist attraction. It has brought visitors from throughout the world, including the President of Turkey.



Cameron Village is an outstanding example of current thinking in city planning. It includes impressive retail stores, as well as a nearby office and institutional district.

The Educational System

In addition to the Research Triangle universities, Raleigh has numerous other schools which make it the educational center of the State and one of the largest educational centers in the South.

There are six colleges in Raleigh. North Carolina State College has been described in detail elsewhere. There are three colleges for girls in the city, all denominational, one Baptist, one Episcopal and one Presbyterian. There are also two negro colleges. The present enrollment of Raleigh's institutions of higher learning (immediately in the city and exclusive of those only a few miles away) is approximately 9,000. The city also has three business schools, two for white and one for negroes.

There are 21 public elementary and high schools in the city, 16 white and 5 negro, with an enrollment of between 12 and 13 thousand pupils. There are also two Catholic private schools, as well as an Episcopal private preparatory school.

Industrial Sites

Raleigh has ample sites for prospective industries including one of the most modern planned industrial districts in the south. The York Industrial Center is located North and east of the Raleigh City limits with easy accessibility to city water, sewerage, power and natural gas. The property is in two (2) tracts; a lease acreage of 450 acres and an ownership tract of 250 acres. The developer will construct buildings for long term rental on the lease tract. The acreage on the other tract is for sale to interested industries who wish to purchase desirable industrial land for a plant site.

Firms included in the York Industrial Center are the half-million square



The Raleigh—"Golden Belt of the South" Market comprises the eastern third of North Carolina. For many years the backbone of the state's agriculture, this region is growing now industrially by leaps and bounds. RALEIGH is the big, busy retail, wholesale and distribution center of this region—3rd in N. C.'s 1955 Retail Sales with \$173,549,895.* The 33 County Golden Belt accounts for 30% of N. C.'s Retail Sales —\$974,245,286.* Top management of new and expanding industry should give a close look at growing Raleigh and Eastern North Carolina.

*Authentic N. C. Dept. of Revenue Sales Tax Figures

Your No. 1
Salesmakers
in the "Golden Belt
of the South"

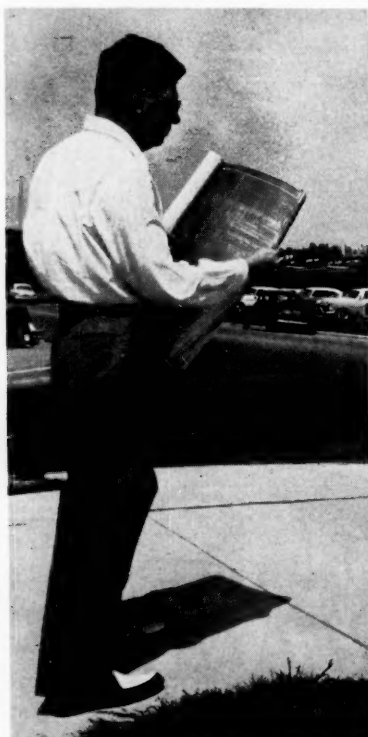


Morning & Evening—143,433
Evening & Sunday—153,804

(ABC Pub. Statement 3/31/56)

REPRESENTED BY THE BRANHAM COMPANY

INDUSTRIAL RALEIGH



Key developer in Raleigh is J. W. York, shown here checking plans for expansion of his pet project, York Industrial Center.

foot Westinghouse Meter Plant on a 100 acre tract; the American Machine & Foundry Research Laboratory occupying 20,000 square feet; a terminal and garage for the Boone Trucking Company and the Raleigh Farmers Market, a wholesale and retail products terminal which houses 14 produce dealers, a barber shop, restaurant and gasoline service station.

Currently under construction in the Center is a distributing warehouse for Swift & Company as well as drive-in banks for the Wachovia Bank & Trust Company and the Security National Bank.

In addition to the York Industrial Center, attractive industrial acreage is available for purchase on the City Farm property and tracks of land formerly occupied by the Municipal Airport and the Methodist Orphanage, to name just a few.

Presently under construction is a new Coca Cola bottling plant and a plant for the International Paper Company. There is no shortage of desirable industrial acreage within short distance of the Raleigh City Limits in most directions.

The Development Program

The recent progress of Raleigh is by no means accidental. It is the direct result of organized industrial promotion efforts.

As soon as the industrial department of the Chamber of Commerce at Raleigh was organized in 1947, a study was made as to the type of industry best suited to the economy of that section of North Carolina. This study has been kept up to date and the 1956 revision reads as follows, so far as the top industrial categories are concerned:

1. Light machinery manufacturing
2. Manufacturing electrical and electronic equipment
3. Manufacturing pharmaceuticals and biologicals
4. Manufacturing textiles
5. Printing industry
6. Manufacturing plastics
7. Manufacturing paper products
8. Research and engineering organizations—all types
9. Distribution and assembling—all types



Local civic leaders are Chamber of Commerce President C. H. Campbell (left) and Treasurer R. Shelton White.

Lester Rose, general manager of the Chamber of Commerce, and John R. Drummy, its industrial manager, are thoroughly imbued with the idea of handing out facts instead of fancies. They are disinclined to make claims which they cannot substantiate.

Thus, when a prospective industrial-

ist visits Raleigh, he can count upon being introduced to the people who know the answers to the questions he is likely to ask. The C. of C. has built up a team of "receptionists" who are able to give the visitor all the information he wants without wasting his time.

Finally, there is a sort of electric air of growth and energy about Raleigh that augurs well for an excellent potential as a fine, balanced industrial city. This community is going places!

Recommended Reading

Raleigh North Carolina Industrial Development Study, by Panel of the Industrial Council, Urban Land Institute, 1737 K Street, N.W., Washington 6, D. C., Dec., 1951, 86 pp.

Industrial Survey, by Industrial Department of Raleigh Chamber of Commerce, Raleigh, North Carolina, 1956, 24 pp.

A Directory of Manufacturers and Wholesale Distributors, (9 x 4), by Industrial Department of Raleigh Chamber of Commerce, Raleigh, N. C., 12 pp.

Raleigh and Wake County North Carolina, Chamber of Commerce, Raleigh, N. C., 38 pp.

RALEIGH North Carolina, Chamber of Commerce, Raleigh, N. C., 6 pp.

Cameron Village, Cameron Village, Inc., Raleigh, N. C., 20 pp.

Map of Raleigh, N. C., Raleigh Chamber of Commerce, Raleigh, N. C., May, 1956.



The men to contact for detailed information and assistance in Raleigh are Chamber of Commerce General Manager Lester Rose (left) and John Drummy, a development expert, who heads the Chamber's industrial department.

Armco Drainage & Metal Products, Inc.



Raleigh Laboratory of American Machine & Foundry Co.

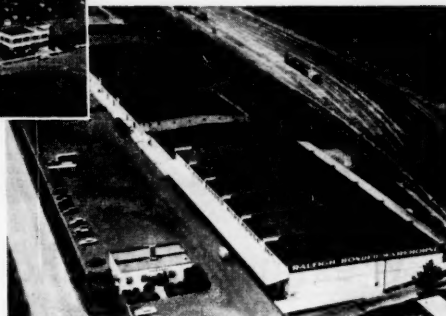


Dillon Supply Co.



Wake Finishing Plant
of Burlington Mills

Colonial Stores
Warehouse



Raleigh Bonded Warehouse

RALEIGHITES *by choice!*

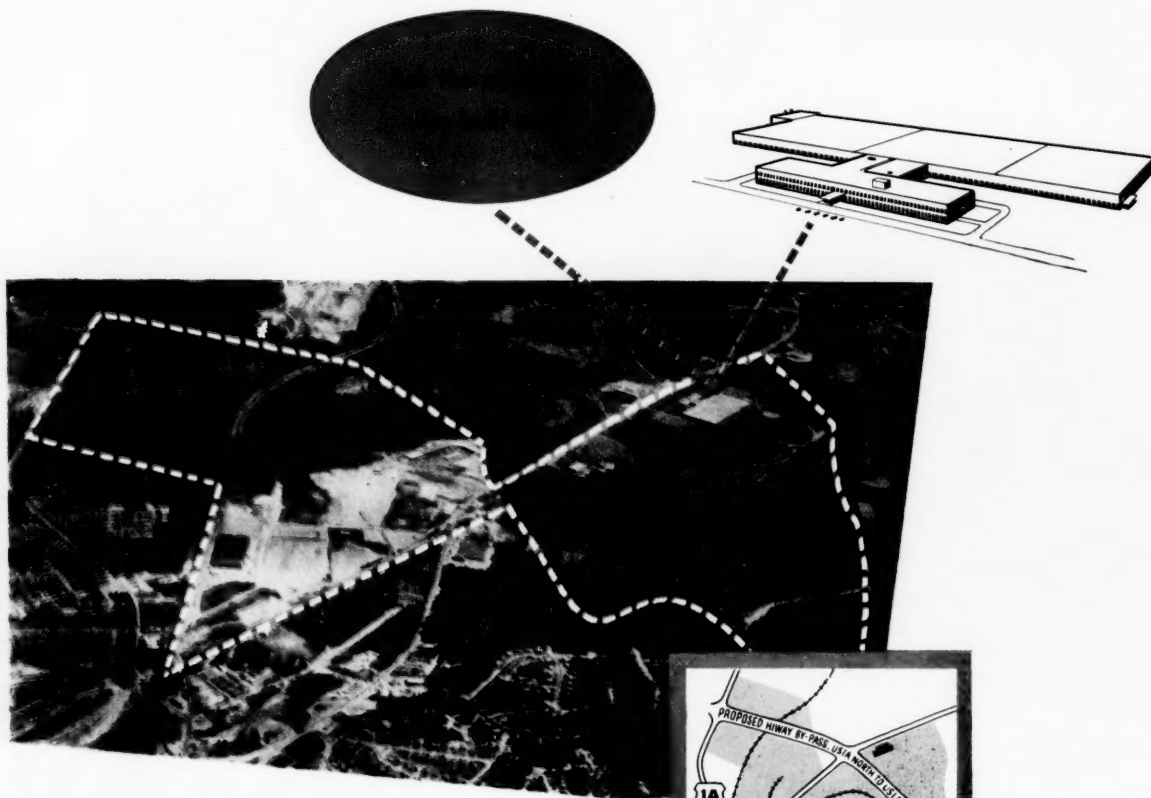
They had a wide choice of other locations. Many came great distances to locate in Raleigh. Some just moved to Raleigh *from* Raleigh—transferring to larger modern quarters within the city where they have prospered for generations. But they all chose Raleigh—Capital City of the South's Number One State.

The reasons for their choice are as numerous as the firms who have located here. But, basic to all, are these: an ample labor force of intelligent, native-born workers; rapid accessibility to major markets; favorable tax and utility rates; a fine climate; outstanding research facilities; excellent housing; superior educational, shopping and recreational centers; and, perhaps as important as any other reason—the feeling of being sincerely wanted and appreciated.

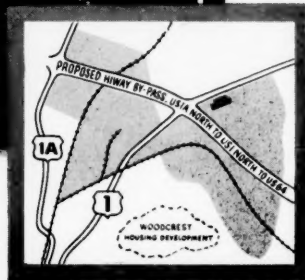
Raleigh Chamber of Commerce

C. H. Campbell, President

For prompt information—write:
Industrial Department
Raleigh Chamber of Commerce
P. O. Box 2978, Raleigh, N. C.



Westinghouse chose their plant site in the YORK INDUSTRIAL CENTER, Raleigh, N. C.



"... Raleigh had the obvious requirements for an industrial operation such as a well-located plant site, good rail and highway facilities, excellent electric service and good water supply. Beyond these considerations, Raleigh offered a fine climate, good schools and churches and outstanding cultural opportunities. Few cities can point to 3 major universities within a 30-mile radius. *But above all, we were impressed by the warm friendliness of the people and their willingness to have us here.* As individual employees, we have found the people of Raleigh to be highly intelligent and capable of learning quickly." So spoke Gwilym A. Price, president of the Westinghouse Electric Corporation, during the opening of their new Meter Plant in the York Industrial Center, Raleigh, N. C., October 6, 1955.*

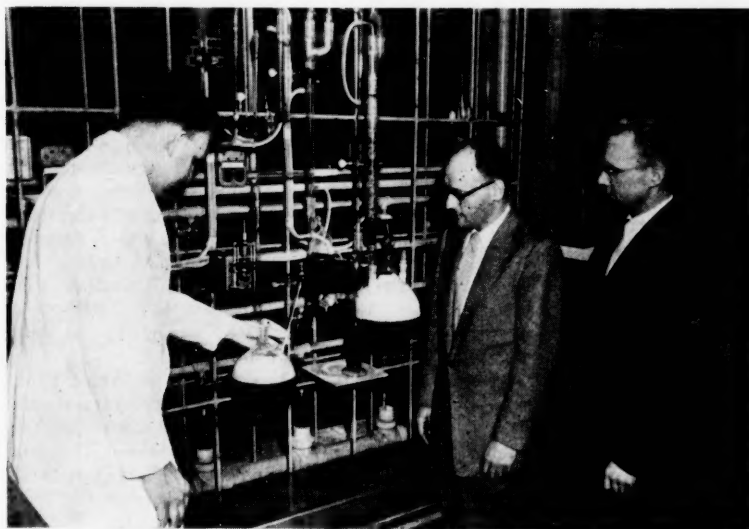
If you are considering Raleigh for your new plant site, we invite you to learn more about the York Industrial Center, where industrial development is planned.

*Reprinted by special permission of Mr. Gwilym A. Price, president, Westinghouse Electric Corporation

- 900 acres located in Raleigh, N. C., fast-growing industrial center in the southeast.
- Gas, water, sewerage, electricity, highways and streets available at site.
- Fronting on 4-lane Expressway (US 1).
- Fast, dependable freight service as well as rail service on Norfolk & Southern, Seaboard Airline and Southern railroads to principal communities. Reciprocal switching agreement.
- Acres of room for expansion.
- Home of American Machine & Foundry, Westinghouse Meter Plant, Raleigh Farmers Market, Swift and Co., A. G. Boone Trucking Terminal, Peden Steel Co., Colonial Stores Warehouse, Job P. Wyatt Wholesale Farm Machinery and A&P Grocery Warehouse immediately adjacent to development.
- Wachovia Bank & Trust Company and Security National Bank branches featuring drive-in window service.

*For complete information, sent in strictest confidence,
write to the York Industrial Center, Box 10007,
Raleigh, North Carolina*





Good news for southern pulp and paper mills—Olin Mathieson has announced improvement in the process for generation of chlorine dioxide for pulp bleaching which may mean mill savings in the order of \$6,000 to \$8,000 a year per ton day of gas produced. The development was carried out by D. J. Jaszka, research chemist, B. H. Nicholaisen, head of Olin Mathieson's Industrial Chemicals Division research laboratories, and T. H. Dexter, project supervisor.

National Science Academy Membership Demonstrates Recent Progress of South

By John R. Sampey,
Furman University, Greenville, S.C.

Three decades ago only one of the 238 members of the National Academy of Sciences resided in the South (*Filter Press* 9, No. 6, 21, 1954). The 1956 roster of the National

Academy of Sciences contains the names of 49 members who now reside in the South. The southern states having members in the N.A.S. are: Florida, 3; Georgia, 1; Maryland, 27; North Carolina, 2; Tennessee, 2; Texas, 9; and Virginia, 5.

Fifty-four of the present membership of the Academy were born in states south of the Mason and Dixon's line: Alabama, 4 members; Arkansas, 1; Florida, 2; Georgia, 2; Kentucky, 5; Louisiana, 3; Maryland, 8; Mississippi, 1; North Carolina, 2; Oklahoma, 2; South Carolina, 3; Tennessee, 5; Texas, 6; Virginia, 6; and West Virginia, 4.

Fifty members of the Academy took their undergraduate training in southern colleges and universities, and 52 received earned doctorates from southern universities. Table I presents the southern institutions granting degrees to members of the Academy.

TABLE I

Institutions	Bachelor's Degrees	Doctorates
Alabama	1	
Arkansas	2	
Auburn	1	
C. of Charleston	1	1
Davidson	1	
Emory	1	
Furman	1	
Georgia	1	
Hopkins	9	44
Kentucky	2	
Maryland	1	
Mississippi	2	
Naval Academy	3	
North Carolina	3	
Oklahoma	2	
Rice	1	1
Roanoke	1	
Tennessee	1	
Trinity	1	
Tulane	2	
Texas	4	2
U. of South	2	
Vanderbilt	1	
Virginia Polytechnic	1	
Virginia	2	3
Washington and Lee	1	
West Virginia	1	

Iodine Content Grows After A-Bomb Tests

MEMPHIS. Five days after the Nevada A-bomb explosions last summer, a University of Tennessee scientist detected a marked increase in the radioactive iodine content in the thyroid glands of slaughtered cattle.

The scientist, Dr. Lester Van Middlesworth, associate professor of physiology at the University of Tennessee Medical Units, has been keeping tab on radioactive fall-out from nuclear explosions this way for the Atomic Energy Commission since 1954.

The physiologist explains that the fall-out from nuclear explosions is distributed on grass and other foliage throughout the world. The thyroid glands of grazing cattle accumulate one of the isotopes, radioactive iodine. It is thus possible, by checking the glands with instruments that measure radioactivity, to determine when an explosion has occurred.

Dr. Van Middlesworth, who devised the test, also discovered that radioactive iodine is detectable in human thyroid glands in Memphis when an increase is found in cattle. However, the maximum amount found in human thyroids was less than one thousandths of that found in cattle. In cattle, he points out, the amount averages only a small fraction of the radiation dose received in ordinary chest X-rays, and is completely harmless.

In his work, thyroids from 15 unselected slaughterhouse cattle raised within 200 miles of Memphis were tested each week for 70 weeks. Cattle thyroids from England, Germany, Canada and Japan also were checked with the same results.

Five Southern Labs Get AEC Contracts

WASHINGTON, D. C. Award of four unclassified physical research contracts with southern universities and one state-sponsored foundation was announced by the U.S. Atomic Energy Commission. One is a new contract, and the other three are renewals of contracts which have been in force.

The contracts, which generally are

RESEARCH

for a term of one year, were let as part of the Commission's continuing policy of utilizing private research laboratories in conducting research related to atomic energy.

The University of North Carolina was awarded a new contract totaling \$7,735 for research in "Intermetallic Diffusion." The investigator is Lawrence Slifkin.

A contract renewal totalling \$13,705 was awarded Raymond Sheline of Florida State University. His projects

are "the search for long lived radioactivities" and "theoretical nuclear studies."

B. D. Kern, of the Kentucky Research Foundation, was awarded a renewal of his contract amounting to \$54,884. He is investigating "nuclear energy levels."

Ralph C. Mobley was awarded a renewal of his contract amounting to \$30,570. The Louisiana State University scientist is studying "neutron scattering."

New De-Inking Process May Help Paper Shortage

AUSTIN, TEXAS. The chronic newsprint shortage may be alleviated by a de-inking process just patented by a University of Texas chemist and a former graduate student.

Dr. Norman Hackerman, chemistry department chairman, and William J. Krodell, now employed by a Los Angeles, California, chemical company, have discovered a method of de-inking waste paper that is both economical and efficient.

In the new process, shredded paper is placed in water, a detergent and salt are added to loosen and separate the ink from the cellulose. The mixture is then heated, charged with an electric current to increase the separation of the ink particles from the cellulose. Finally, water is removed from the cellulose fibers, which are then washed and bleached.

The resulting product is equal in color, brightness and strength to original pulp, and is available for use in making more newsprint or other cellulosic products.

Chemists say that the price of de-inked paper would average well below the cost of new paper. The processing would be done at paper mills.

Publishers have been faced with newsprint price hikes and, at times, rationing by paper mills. Paper is one of the scarcest materials in the U.S. today; 78 percent of the total amount of newsprint used in this country comes from Canada. However, even Canadian mills would be hardpressed to supply U.S. newspapers with a predicted 76 percent increase in newsprint consumption by 1980.

De-inked paper will help solve the critical newsprint shortage, the University scientists predict.



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FOR BETTER BUILDING—consult your architect or engineer. No matter what type of construction you are interested in, their professional advice can save you time and money!

Emotional Problems Cause Nearsightedness

KNOXVILLE. Experiments at the University of Tennessee have revealed for the first time a definite link between emotional problems and some cases of nearsightedness.

In addition, conditioning techniques were developed which aided near-

sighted persons with few emotional tensions to improve their vision by as much as 90 per cent.

Like the Russian psychologist, Pavlov, who conditioned dogs to drool in anticipation of food when he rang a bell, U-T's Dr. Gus K. Bell conditioned a group of human subjects to better vision with a sound signal experiment conducted under the supervision of Dr. William O. Jenkins, U-T psychology professor.

Radioisotope Test Aids In Intestinal Diagnosis

WHITE SULPHUR SPRINGS, W. VA. A simple new radioisotope test for intestinal disorders, which also aids in diagnosis of cancer of the pancreas, was described here recently by a Duke University research team.

The test involves a minute amount of radioactive iodine attached to a fatty substance which reveals whether fat in the diet is being properly digested.

Co-authors of the work are Dr. George J. Baylin, radiologist; Aaron P. Sanders, director of the Duke radioisotope laboratory; Dr. William W. Shingleton, surgeon; and Dr. Julian M. Ruffin, internist.

Private Atom Projects Topic At Oak Ridge

OAK RIDGE. The Atomic Energy Commission has announced that a classified technical information meeting on the processing of unirradiated, enriched uranium will be held for access permit holders at Oak Ridge, Tennessee, September 13, 14, and 15.

Enriched uranium, as the compound uranium hexafluoride, is the product of gaseous diffusion plants which concentrate fissionable uranium-235 to a greater per cent than found in natural uranium. Currently, enriched uranium hexafluoride is processed only in Commission facilities.

The purpose of the meeting is to provide industry with Commission-developed technology to encourage establishment of a privately owned industrial source for processing the enriched uranium to desired chemical forms required as fuel for the peaceful atom program or other uses.



This new auto refrigerator, manufactured by Coldmaker, B & M Corporation at Houma, La., keeps food, soft drinks and milk as cold as if they were in a home refrigerator. The firm plans a national advertising campaign.

Atlantic Steel Begins Marketing Pre-fab Rigid Frame "Dixisteel" Buildings

ATLANTA. Atlantic Steel Company of America has introduced a complete new line of all-steel, prefabricated buildings. To be manufactured and sold under the trade name, "Dixisteel," the buildings are engineered to individual requirements for maximum use, according to J. D. Murphy, manager of the company's Steel Building Department.

The new Dixisteel rigid-frame buildings feature "post-free interiors, strong weather-tight covering and quick, economical expansion." He added that the rigid-frame construction leaves the entire floor area free of interior columns, making the buildings exceptionally well suited to warehouse or manufacturing use.

The Dixisteel line contains 18 standard models, and is designed so that the completed buildings can be virtually any width, length or height. Side walls range from 10 to 14 feet high and widths range from 30 to 70 feet. Building lengths can be any multiple of 20 feet and can be any multiple of standard widths.

Supplementing the rigid-frame buildings, Atlantic Steel also offers two models of all-steel shelter units, and 10 roof systems consisting of prefabricated triangular or bowstring trusses.

Louisville Firm Begins New Bathroom Line

LOUISVILLE. The Moe Light Division of Thomas Industries, Inc., Louisville, has announced a new bathroom cabinet line. The bathroom cabinets will be sold under the name of Moe Light Bathroom Cabinets.

The new line of bathroom cabinets includes both lighted and unlighted units. The shelves of all cabinets sit on embossed shelf rests rather than awkward, hard-to-clean metal clips.

Features of the line includes stainless steel on all framed mirrors; chromium plated spring, rod and ball door checks; heavy gauge steel cabinets; bulb-edge glass shelves, and full-length chromium plated piano

BOOKS AND REPORTS

hinges on the doors. The cabinets have bullet type door latches and chromium plated toothbrush holders. All cabinets include a razor blade slot and an easy-to-clean baked white enamel finish. All the sliding door bathroom cabinets have lucite door pulls.

The lighted cabinets are equipped with chromium plated fixtures with switch and convenience outlet.

Jacksonville Christens New "Seatruck" Vessel

JACKSONVILLE. A new type of vessel, the "Seatruck," specially designed to carry "Roll-on and Roll-off" truck trailers was launched here during Jacksonville's observance of National Maritime Day.

Called the "TMT Seatruck Lloyd", the new vessel was christened by and named after Lloyd Rath, eight-year-old son of Eric Rath, President and founder of TMT Trailer Ferry, Inc., operators of the new ship.

The new American Flag vessel launched at the Merrill-Stevens Drydock & Repair Company in Jacksonville, Florida is rated as having the most efficient utilization of commercial space of any ship constructed. It has a capacity of four full size trailers, or nine dispatch vans or 18 automobiles.

Temco Aircraft Building Navy's First Jet Trainer

DALLAS. Temco Aircraft Corporation's Model 51, a sleek two-place jet powered aircraft, will be the Navy's first primary jet trainer.

Robert McCulloch, Temco president, announced recently that his company has been awarded a contract by the Navy's Bureau of Aeronautics to build an evaluation quantity of the new jet trainers. Navy designation of the Temco Model 51 will be the TT-1.

Although Temco has been, and still is, a large subcontractor for aircraft assemblies, this contract is the first military production order for a complete aircraft of its own design that the company has received. "The Model 51 will be built in Temco's Dallas plant," said McCulloch. "Production of many parts will begin immediately." Delivery of the first aircraft to the Navy is scheduled for July, 1957.



Paul M. Gross, President of Duke University and Chairman of the Oak Ridge Institute of Nuclear Studies, goes over the outline of "Prospects for Atomic Energy in the South" with Thomas W. Martin, Chairman of both the Southern Research Institute and the Alabama Power Company.

Newly Released Atom Forum Proceedings Describe Atomic Energy's Role in South

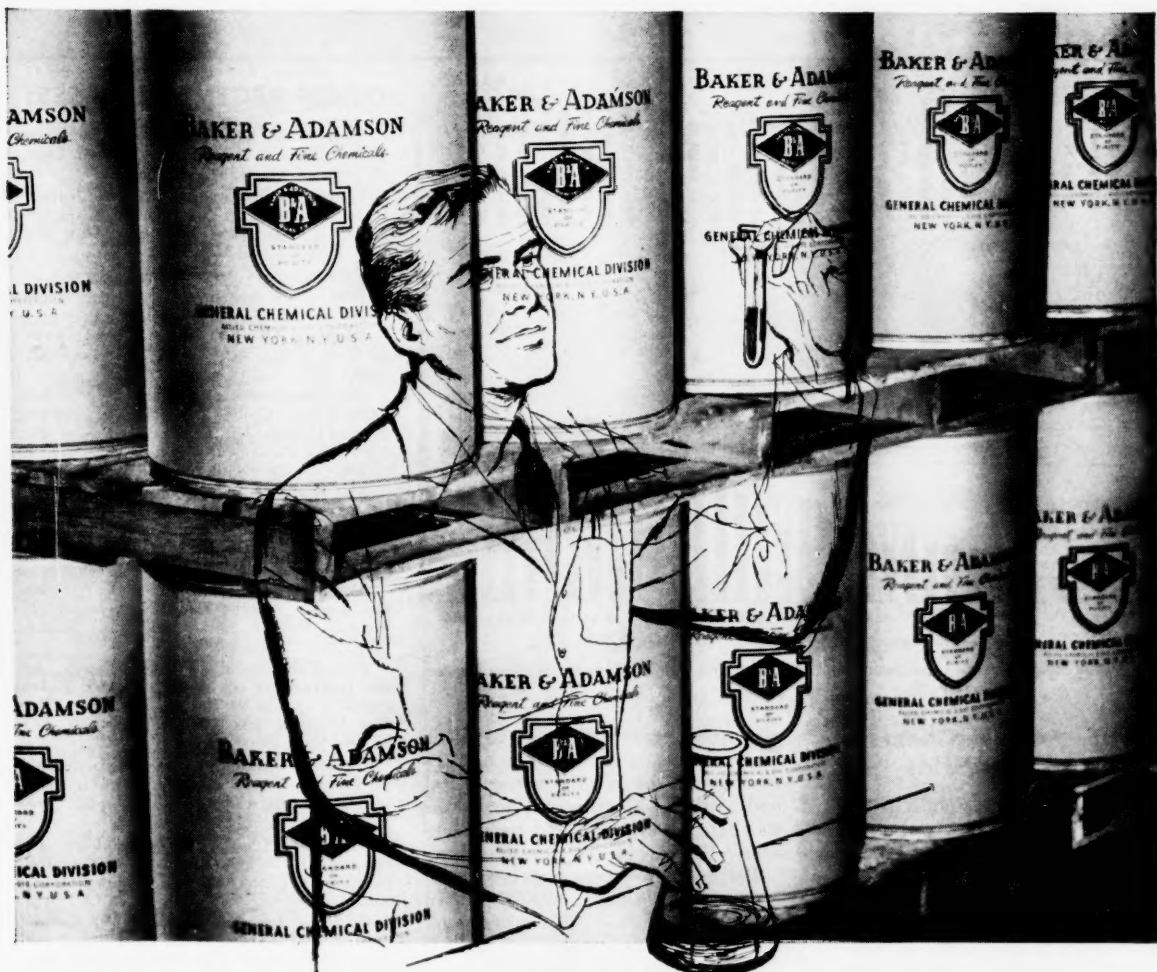
ATLANTA. On the must reading list for all Southern businessmen is a new book entitled, "Prospects for Atomic Energy in the South." It is the proceedings of a meeting jointly sponsored in Atlanta and Oak Ridge in mid-April by the Atomic Industrial Forum, Inc., The First National Bank of Atlanta, Oak Ridge Institute of Nuclear Studies, Oak Ridge National Laboratory, Southern Association of Science and Industry and Southern Research Institute, and was attended by 450 Southern industrial and business leaders.

Reporting on the most comprehensive atomic energy meeting ever held in the South, the book covers such topics as: Present Status of Atomic Energy Developments, Role of Management in Atomic Energy, Energy Supply and Requirements in the Southeast, State Regulations, Radioisotopes in Industry, Radioisotopes in Agriculture, How a Manufacturing Company Gets into Atomic Energy, Legal Problems in Atomic Energy, and Sources of Atomic Energy Infor-

mation. The book also includes summaries of what such firms as The Babcock & Wilcox Co., Combustion Engineering, Inc., Heavy Minerals Co., Lockheed Aircraft Corp., Norton Co., and Radiation, Inc., are doing in atomic energy in the Southeast.

Contributing authors to the new book include: Walker L. Cisler, President of the Atomic Industrial Forum, Inc. and President of The Detroit Edison Co.; William J. Clapp, President of Florida Power Corp.; Frank J. Soday, President of Southern Association of Science & Industry and Vice-President of Chemstrand Corp.; H. J. Ssholz, President of Southern Services, Inc.; Howard E. Skipper, Assistant Director of Southern Research Institute; Eugene M. Zuckert, Consultant and former AEC Commissioner, and many other leaders of the atomic industry.

The 225 page illustrated paper-bound book is available from the headquarters of the Atomic Industrial Forum, Inc., at 260 Madison Avenue, New York 16, N. Y., at \$5 per copy.



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BOOKS AND REPORTS

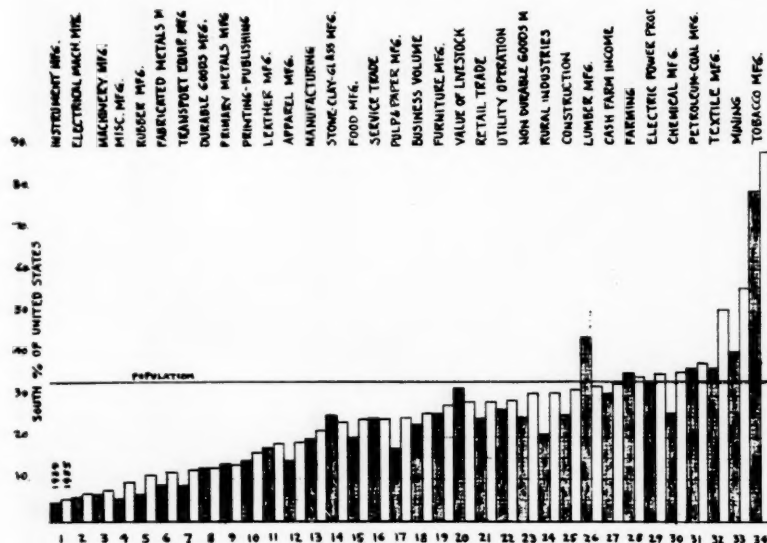


Chart using Blue Book data shows South still is not producing its share of many industrial products.

Boston Analyst Charts Blue Book Statistics

ATLANTA. The South still has a long way to go to satisfy its demands for a wide variety of industrial products. That is the gist of an analysis of data in the 1956 BLUE BOOK DIRECTORY edition of the RECORD made by a Boston consulting engineer.

Studying the data in the current BLUE BOOK, Consultant C. E. Patch of the Morton C. Tuttle Company offers the chart reproduced above. Patch, incidentally, has handled a number of plants built in Virginia, Georgia, Mississippi, and the Carolinas.

He points out that when industrial output in dollars is compared with population, the South still is not producing its share of many important items. "I was somewhat surprised in the face of

all the new paper mills which have been built recently in the south to find that in spite of the growth between 1939 and 1955, the south is still not getting its share of the pulp and paper business," Patch said.

Patch also registers surprise that the south paid 31% of the state taxes. "This is quite contrary to the impression I had," he says.

In any event this chart serves to emphasize the fact that tremendous market opportunities remain in the south.

Consider, for example, just one field—instrument manufacture. Today the south accounts for a little over 5 per cent of the output in this important field. But with automation booming, the south has an enormous appetite for equipment of this type. Great expansion of this industry in the region would thus seem to be inevitable.

OTHER RECENT RELEASES:

The Atom in Texas, Texas Business Review, Bureau of Business Research, Univ. of Texas, 3 pp., June, 1956, \$20.

Consumer Buying Habits For Dinnerware In Texas, by Bill Shelton, Texas Engineering Experiment Station, College Station, Texas, 3 pp., May, 1956.

Packaging Is Advertising, a speech by Arthur L. Harris, Public Rel. Dept., Atlanta Paper Co., 7 pp., May, 1956.

Barging Through Dixie, Esso Oilways, 15 West 51 St., New York 19, N. Y., 6 pp., June, 1956.

An Engineering Career for Your School-Age Child, by John S. Lampe, Alumni Publications, Inc., 318 East 32nd St., New York 16, N. Y., 15 pp., \$0.50 in lots of 100.

The Birth of The Alabama Power Co., by Warren I. Cikins, The Atlanta Economic Review, May, 1956, Ga. State College of Bus. Adm., 33 Gilmer St., S.E., Atlanta 3, Ga., 8 pp.

Annotated Bibliography of Articles On Light Weight Ceramics, by A. J. Metzger, Virginia Polytechnic Inst., Blacksburg, Va., 42 pp., \$25.

Peaceful Uses of Atomic Energy, as an Instrument in International Relations, a speech by Robert McKinney, The New Mexican, Box 2100, Santa Fe, N. M., 18 pp., May, 1956.

Organic Chemistry (New 3rd edition) by Louis F. Fiesler and Mary Fiesler, Reinhold Publishing Corp., 430 Park Ave., New York 22, N. Y., 1112 pp., \$10.00.

Wax: Its Uses and Technology, by Benjamin R. Briggs, Jr., Southern Research Institute, 917 S. 20th St., Birmingham 5, Ala., 4 pp.

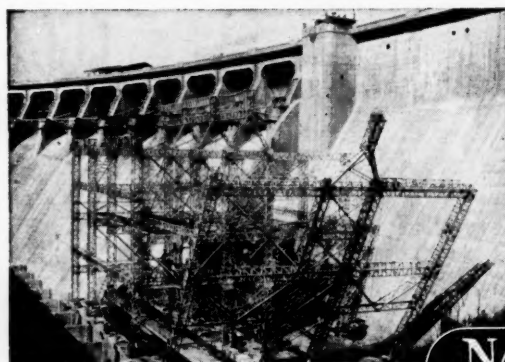
Personal Income In Kentucky Counties: 1954, by John L. Johnson, and Yuen Yuen Chuh, Bureau of Business Research, Univ. of Ky., Lexington, Ky., Apr., 1956, 18 pp.

Management Guide . . . to Georgia—Workmen's Compensation, by Ga. State Chamber of Commerce, Forsyth Bldg., Atlanta, Ga., 14 pp.

Industrial Economics Research Program of the Texas Engineering Experiment Station, Supplement No. 1, Texas Engineering Experiment Station, College Station, Texas, 6 pp., June, 1956.

Railroad Information—1956 Edition, Association of Southeastern Railroads, 912—17th Street, N.W., Wash. 6, D. C., 94 pp.

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and Finishing, by S. R. Cockett and K. A. Hilton, Philosophical Library, Inc., 15 East 40th Street, New York 16, N. Y., 191 pp., \$6.00.

Basic Chemistry of Textile Preparation by S. R. Cockett and K. A. Hilton, Philosophical Library, Inc., 15 East 40th Street, New York 16, N. Y., 197 pp., \$6.00

Chemical Research in Practice, edited by Richard E. Chaddock, Reinhold Publishing Corp., 430 Park Ave., New York 22, N. Y., 196 pp., Apr. 1956, \$3.00.

Present and Prospective Markets for West Kentucky Coal, by William W. Haynes, Bureau of Business Research, Univ. of Ky., Lexington, Ky., Aug. 1955, 124 pp.

Texas Instruments Inc.—1955 Annual Report, 6000 Lemmon Ave., Dallas 9, Texas, 16 pp., Feb. 1956.

Upholstered Furniture Manufacturing in North Mississippi, North Miss. Industrial Development Association, West Point, Miss., 9 pp., Jan. 1956.

Census Facts Relative To Mississippi's Retail Trade, Bureau of Business Research, School of Commerce and Business Administration, University, Miss., 6 pp., June, 1956.

Appliance Manufacturing in North Mississippi, North Miss. Industrial Development Association, West Point, Miss., 9 pp., May, 1956.

Facts about the Billion-Dollar Charlotte Market, prepared by the Charlotte Observer, Charlotte, N. C., May, 1956, 13 pp.

Science in Industry, E. I. DuPont de Nemours & Co., Wilmington, Delaware, 32 pp.

Freestate Industrial Park—a planned industrial district four minutes from downtown Shreveport, Freestate Industrial Development Co., 1402 Beck Building, Shreveport, La., 6 pp.

The Mineral Industry of Florida, by J. R. Thoenen and James L. Calver, Superintendent of Documents, U. S. Government Printing Office, Wash. 25, D. C., 13 pp., \$10.

The Mineral Industry of South Carolina, by J. R. Thoenen, Lawrence L. Smith and May G. Downey, Superintendent of Documents, U. S. Government Printing Office, Wash. 25, D. C., 8 pp., \$10.

The Mineral Industry of Kentucky, by Richard H. Mote and Alvin Kaufman, Superintendent of Documents, U. S. Government Printing Office, Wash. 25, D. C., 18 pp., \$10.

Curing Methods and Duration Studies of Pretensioned Units, by A. M. Ozell and W. D. Givens, Fla. Engineering and Industrial Experiment Station, College of Engineering, Univ. of Fla., Gainesville, Fla., March, 1956, 8 pp.

Southern Standards, an address by M. P. Etheredge, Head of the Dept. of Chemistry and Chemical Engineering, Dean of the School of Science, Mississippi State College, June 1956, 10 pp.

The Industrialization of the South, an address by Frank J. Soday, American Society of Civil Engineers, Knoxville, Tenn., June, 1956, 23 pp.

Proceedings of the 1955 Florida Surveying and Mapping Conference, Fla. Engineering and Industrial Experiment Station, College of Engineering, Univ. of Fla., Gainesville, Fla., Apr. 1956, 28 pp.

Eightieth Anniversary National Bank of Commerce, Memphis, Tenn., by Robert Talley, 39 pp.

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WORLD TRADE

Three-Fourths of Latin America's Buying Concentrated in Four Spots

MIAMI. Almost three-fourths of the total \$12.5 billion annual purchasing power of individuals in all Caribbean countries is concentrated in Venezuela, Cuba, Puerto Rico and Colombia.

Combined, these four countries represent a market potential of about \$9 billion, a figure of vital interest to manufacturers and distributors engaged in foreign trade.

This was revealed recently in "Purchasing Power in the Caribbean Area", the third in a series of Caribbean economic studies released by First Research Corporation.

The report points out that while the general income level throughout the area is still somewhat low, compared with the rest of the world, there is now a noticeable long range trend of rising income levels throughout the countries of the West Indies, northernmost South America and Central America. Mexico was not included in the study.

It is expected by First Research economists that while the explosive rate of Caribbean population increase continues, the rise in income levels will be fairly slow, but that a future stabilization in population will be synonymous with a generally higher level of purchasing power.

Meanwhile, the rise in market demand will center around quantity consumption of convenience and shopping goods more than quality or luxury products.

Generally, the First Research Corporation report says, the Caribbean countries have been largely dependent on one or two agricultural or natural resources products for their total value of production and income level. This has resulted in year-to-year variations and structural weaknesses in their economy.

However, this "one-crop" type of development will lessen as industry diversifies and expands, as is now most evident in Puerto Rico and Colombia.

That Puerto Rico is aware of the increasing importance of market studies is evidenced by the announcement last month of an administrative personnel contract with First Research Institute and the Economic Development Ad-

ministration of Puerto Rico.

The program is designed to provide EDA's administrative personnel with training in United States methods and procedures in marketing research and other business consulting services.

This is the first time that this type of training has been provided in the U.S. for administrative personnel of the EDA, one of the Puerto Rican government agencies responsible for that country's industrialization program.

First of the executives to receive a three-month training course is Ernesto Fernandez, who has started his indoctrination at the Miami offices. He is at present the supervisor of the newly-formed Marketing Section in the Department of Industrial Services of the Economic Development Administration.

"Until recently, marketing research has not been undertaken to any great extent in Puerto Rico," Fernandez says. "However, we have now come to the realization that a broad knowledge of marketing and distribution problems can open new doors of growth and development for Puerto Rican industry."

Under the supervision of various First Research staff members, Fernandez is now assisting with statistical analysis and preparation of certain marketing research studies being done by the firm, working both in the offices and in the field.

Haiti Mines Bauxite For Reynolds Metals

RICHMOND, VA. Mining operations in Haiti to supply bauxite for Reynolds Metals Company began during the latter part of July, according to an announcement by R. S. Reynolds, Jr., president. The operations will be carried on by a newly organized subsidiary corporation, Reynolds Haitian Mines, Inc. Walter L. Rice, vice-president of Reynolds Metals Company, has been elected president of Reynolds Haitian Mines, Inc.

Mr. Rice stated that the Haitian facilities, scheduled for final comple-

tion early in 1957, are designed for a regular production of 400,000 tons per year, with reserve capacity sufficient to process 900,000 tons per year and to ship larger quantities whenever necessary. Mining operations during the last half of 1956 will accumulate a substantial stockpile in preparation for loading of ships.

With the commencement of shipments from Haiti, Reynolds will have four primary sources of bauxite—Arkansas, Jamaica, Haiti, and British Guiana. The facilities at all of these locations are being designed so that the company can maintain its aluminum operations at 100 per cent of capacity during periods of interruption in the flow of bauxite from one or two of these areas.

Maryland Port Authority Holds Initial Meeting

BALTIMORE. The new Maryland Port Authority held its initial meeting this summer to begin operations towards what local interests hope will make the Port of Baltimore the best in the nation.

The Authority was created in the

1956 session of the State Legislature in an effort principally to have new facilities built in Maryland port areas and to promote and sell this area to shippers.

At the first meeting, which was presided over by Robert W. Williams, Chairman and the City of Baltimore's representative, the group elected D. Luke Hopkins, Vice Chairman. Mr. Hopkins represents the Baltimore County area.

Arrangements were made at the first meeting to have James W. Davis, Director of the Port of Baltimore Commission, serve as temporary secretary-treasurer of the new Authority. Mr. Davis' salary will be divided equally between the Authority and the Commission while he serves the two posts.

Export Trade Begins At Harlingen Port

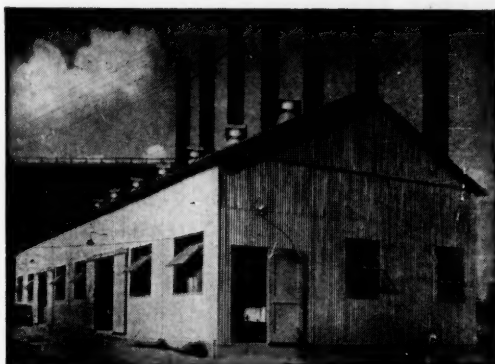
HARLINGEN, TEXAS. Port Harlingen, opened in 1952, is now in the export business. It has been the import point for much barge traffic, but for the first time it is now shipping Valley products out—some four and one-half million pounds in the initial shipment.

The Valley Grain & Elevator Company is sending two bargeloads of Valley-grown milo maize down the Arroyo Colorado barge canal, up the Intracoastal canal and along the Inland Waterways to Memphis, Tennessee. The grain was sold to Cargill, Inc., one of the nation's largest grain

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firms, and is being shipped in Cargill's special grain barges, 2,240,000 pounds—40,000 bushels or 23 railroad cars—to the barge.

The barge service may become regular during the Valley's two grain harvesting seasons, according to J. M. Ferguson, one of Valley Grain's three owners. The others are Van C. Snall and Milton Clapp.

"We can sell all the barge grain we can get", he said. "If we had it, we could sell 25 bargeloads right now, because the saving in shipping costs means top prices".

Loading of the first barge was completed this weekend, and the second is expected to dock here for loading Monday, according to Irby Rankin, general manager of the elevator firm.

The Valley's grain harvest, of increasing importance since cotton acreage is restricted, opened about June 1 and should run about 30 days more, he estimated. Valley Grain already has bought some 100 carloads and has shipped quite a bit by rail and truck, some to California, but most to Fort Worth, Texas' grain marketing center.

Old Attendance Record Expected to Fall As Greenville Readies For Textile Show

By HENRY LESENE

GREENVILLE, S. C.—The combination of its own steady growth over the years and the current upturn in the textile industry, enabling mills to speed up their modernization programs, augurs well for the 1956 Southern Textile Exposition here to exceed all previous machinery and equipment shows.

The 19th biennial exposition will open Monday, October 1, and close on Friday, October 5, and each day from 9 A.M. to 6 P.M. (EST) mammoth downtown Textile Hall and its six annexes will become not only a labyrinthine textile scenic wonderland but also a giant pilot plant, since many of the exhibits are "live" and operated under mill-simulated conditions.

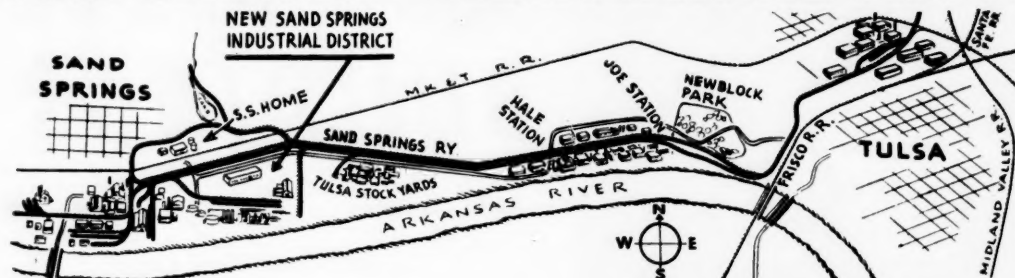
Domestic and foreign exhibitors

contracting for space has long since exceeded the 300 mark, reports Miss Bertha M. Green, secretary of Textile Hall Corporation, which sponsors the week-long window-shopping tour for thousands of mill men whose companies collectively represent a sales potential running into billions.

Textile Hall was built back in 1916-17 especially to house a machinery, equipment and supply show that serves a far-flung textile products industry currently made up of over 8,000 units or plants. It has grown so fast in recent years, however, that since the 1950 show the exhibit space has been about doubled.

Erection of a 7,500 square foot addition to the newest of the Textile Hall annexes brings the total exhibit space for the 1956 show to 95,000

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WHAT THEY MAKE . . .

Products manufactured and distributed in the national market (many of them exported) by the Sand Springs-Tulsa area companies include Textiles, Fruit Jars, Corrugated Boxes, Zinc Products, Steel, Electric Fixtures, Chemicals, Canned Foods, Janitor Supplies, Meat Products, Petroleum Products, Dog Food, Porcelain Enameled Steel, Paints and Varnishes, Building Materials and many others.

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square feet. Power-driven or forced ventilation has been installed in all buildings to meet the contingency of unseasonably warm weather, such as prevailed in 1954.

The list of exhibitors indicates a wider variety of heavy basic machinery and equipment will be shown this year than usual and that virtually every major U.S. textile machinery manufacturer has booked space, including several who did not participate in 1954. There are also a few Japanese and European firms represented for the first time.

A show such as the Greenville exposition, however, which is the only one of its kind to have been held over so long a period, involves not only machinery and equipment but also accessories, supplies, primary and fabricating materials, and parts—in fact, just about anything a modern textile mill can conceivably use.

And emphasis is expected to be not only on basic high-speed processing machinery, but on materials handling, cleaning equipment, and on electronic developments that are bringing a growing application of this type of

motion control to machinery and processes.

Machinery and equipment companies, which have been engaged in vast research programs since the end of World War II, indicate that the exhibits this year will strike very hard at mill obsolescence. While most of them swung into 1956 with the largest backlog of new orders since 1951, recent statements have expressed confidence of their capacity to handle any foreseeable demand.

The Greenville show two years ago attracted some 40,000 visitors, and Textile Hall officials say attendance may be even larger this year. Centered as it is in the heart of the textile industry, the show here is the only one of its kind to attract supervisory personnel and technicians as well as top textile executives.

Industrial Health Meet Planned In Houston

The Ninth Annual Health Conference for business and industry will take place September 20-22 at the Shamrock Hilton Hotel in Houston, Texas.

Names In The News

Bruce K. Brown—named president of Petroleum Chemicals, of New Orleans, according to a joint announcement made by W. Alton Jones, chairman of Cities Service Company, and L. F. McCollum, president of Continental Oil Company.

Howard L. Cromwell—appointed plant manager of Stauffer Chemical, Freeport, Texas operations.

Dr. Frank J. Soday, president of the Southern Association of Science and Industry, received an honorary Doctor of Science Degree from Grove City College in June.

Robert U. Haslanger—appointed president of Escambia Bay Chemicals, New York, succeeding **Kenneth G. Donald** who resigned to devote full time to duties as Vice President and Treasurer of National Research Corp. **Dr. N. C. Robertson**, former director of research, appointed Vice President.

Dr. Richard J. Turner—named technical director of American Cyanamid's Fortier Plant at New Orleans.

H. LeRoy Thompson announces the establishment of his office as Consulting Chemical Engineer in Birmingham.

Dr. Robert W. Sandelin, chief metallurgist in charge of steel melting at Connors Steel Division of H. K. Porter Company, graduates from the Birmingham School of Law and admitted to the Birmingham Bar Association.

Harry M. Ayers, publisher of the Anniston (Ala.) Star, has been awarded an honorary Doctor of Letters at commencement exercises of the University of Alabama.

Philip C. Brownell—named general manager of the Ecusta Paper plant in North Carolina.

Myron W. Kiebler—appointed manager of the Glidden Company's new multi-million dollar chemical plant under construction at Port St. Joe, Florida.

Charles W. Niederauer—named Methods and Planning Advisor for the Chemical, Paint and Metallurgical Department of Merritt-Chapman & Scott Corporation. He will be headquartered in the Nashville general offices of Tennessee Products & Chemical Corporation.

The United States Senate recently confirmed the appointment of **Dr. Edward J. McShane** and **Dr. Samuel M. Nabrit** to the National Science Board following their nomination earlier by President Eisenhower. McShane is from W. Virginia and Nabrit is from Texas.

L. A. Ballew, executive vice president and general manager of Pet Dairy Products, Johnson City, Tennessee, retires from active management due to ill health.

Frederick Keller—elected Vice President of Thomas Industries, Louisville, Ky., at the board of directors meeting following the annual meeting.

S. Jack Davis—promoted to Assistant Director of Research in charge of the Textile Processing Division of the Chemstrand Corporation, Decatur, Alabama.

Dr. Marten ten Hoor, Dean of the College of Arts and Sciences at the University of Alabama, has been elected vice president of the Oak Ridge Institute of Nuclear Studies.



"WELL, DO YOU PUT AIR-CONDITIONING IN THAT HOT SHOP OR DO I WEAR THIS COSTUME?"



New officers of the Southern Broom Manufacturers Association look over some of their wares. Elected president of the group was Oscar Amman (left); E. H. Pearson (right) was elected vice president, and George Creed was named secretary-treasurer.

Promoting Broom Boom

GREENSBORO. Progress reports on a three-year broom promotion campaign highlighted a recent meeting of broom industry leaders at Greensboro, N.C.

R. E. Caddy, association president, told the meeting of the Piedmont Broom Manufacturers & Associates that a preliminary budget of \$40,000 has been set to study merchandising, advertising, and publicity needs.

M. S. Flander, of Harshe-Rotman, Inc., Chicago public relations firm, sketched plans and early progress made in a motivation study of broom buying habits intended to guide a complete program of advertising and merchandising for manufacturers and retailers. He also outlined a national consumer promotion campaign for the year, including merchandising of advertising and promotion material among manufacturers and retailers.

Caddy, who is vice president of John L. Denning Company, Inc., Greensboro, told the group meeting in the King Cotton Hotel that the planned program is needed "to pull the industry together, provide a new spark, and build sales during America's highest income era.

"Our job is to remind the buying public that there is no substitute for the broom. This means we shall go not only to the public but to the retailer, to, reminding him that displaying and selling our products mean more profit for him."

Lockheed Opens Offices In Florida September 1

DUNEDIN, FLA. Lockheed Aircraft Corporation's Georgia Division—now heavily engaged in nuclear powered aircraft studies and prop-jet aircraft developments—has announced that aeronautical engineering offices would be established here about September 1 in the Tampa-St. Petersburg-Clearwater area of Gulf Coast Florida.

Establishment of the West Coast Florida office is another step in the Lockheed Georgia Division's expanding engineering program and the engineers in Florida will be working on aircraft and weapons system design work for advanced aircraft.

Lockheed's Georgia Division has had this area of Florida under consideration for the location of an engineering office for several months since it became advisable to open an additional engineering facility in Florida.

Agreement was reached for the leasing of 16,000 square feet of office space in Dunedin. H. P. Hood & Sons is owner of the two-story building in which the Lockheed offices will be located. Lockheed will take possession of the office space August 25 and engineers will begin work here about September 1.

Approximately 35 engineers will be employed at the Dunedin office during the initial stages of its operation.

Lockheed's Georgia Division is working with the Air Force on nuclear powered aircraft design studies and is building a nuclear powered aircraft development laboratory for the Air Force in the North Georgia mountains at Dawsonville. In addition, America's first prop-jet transport, the C-130 Hercules, is being manufactured at Marietta, Ga., home of the Lockheed Georgia Division. Also B-47 jet bombers are being manufactured and modified at the Marietta plant.

Georgia Power Adds \$13 Million Unit

BRUNSWICK, GA.—A 75,000-kilowatt electric generating unit will be added to Plant McManus, the Georgia Power Company's steam plant near here, it was announced last month.

Hartlee Branch, Jr., company president, told a meeting of Brunswick business leaders and public officials that the new generating unit will cost more than \$13 million and will virtually

treble the capacity of the existing plant.

► KNOXVILLE. Of the \$35 billion earmarked for industrial expansion during 1956, the South will share in \$11 billion of this construction, according to Dr. Frank J. Soday, president of the Southern Association of Science and Industry.

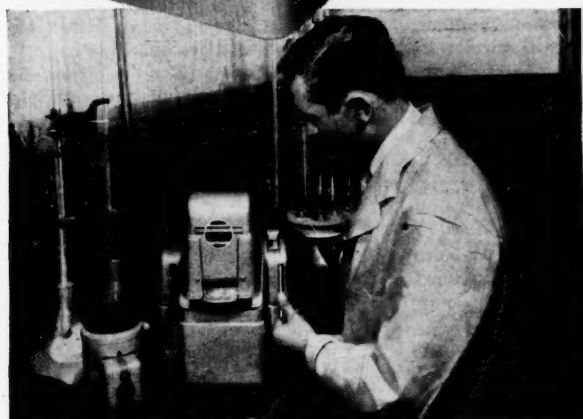
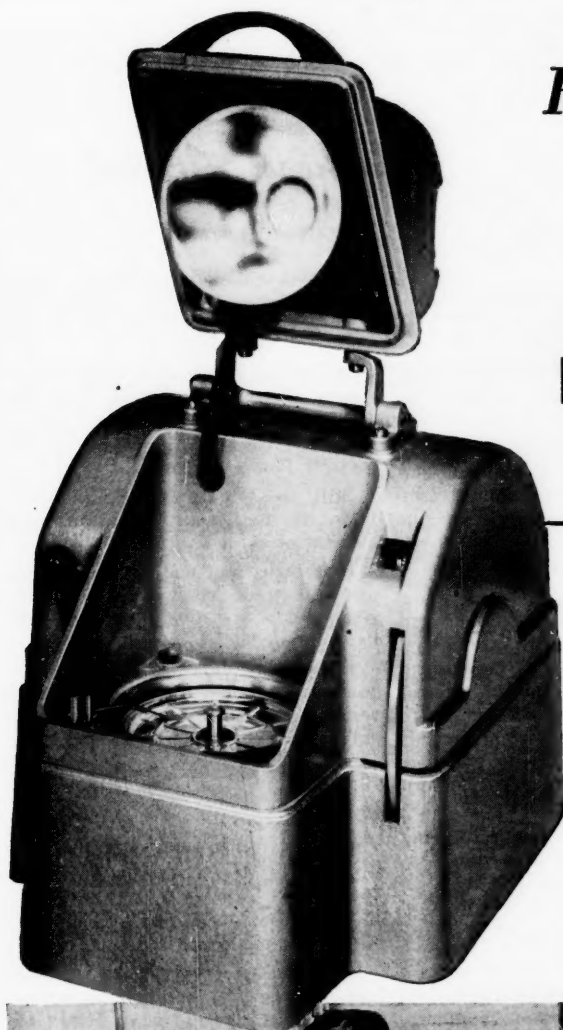
► WINSTON-SALEM, N.C. Hanes Hosiery Mills has completed a three year expansion program which makes it not only the world's largest producer of seamless stockings, but also the world's largest hosiery mill.

► AUSTIN, TEXAS. A completely air conditioned convention center and auditorium with 27 separate fan coil units will be built here. The \$2 million building is a 300 foot circular structure with an aluminum dome.

► BIRMINGHAM, ALA. The Alabama pulp and paper industry has plans to double its present production of 2,000 tons a day by 1958 and to employ 8,000 more people. This expansion is part of a \$170 million program of new construction and expansion of existing facilities. The industry now employs 8,000 in Alabama and a like number are employed in the woods operations which supply the mills.

► MORGANTOWN, W. VA. Olin Mathieson Chemical Corporations new experimental unit for the production of synthetic gas by partial oxidation of coal is now in operation here. Although it is used for experimental purposes only, the unit will be capable of producing synthesis gas in the amount required to manufacture approximately 80 tons a day of ammonia or equivalent methanol.

► BIRMINGHAM, ALA. According to L. M. Smith, president of the Alabama Power Company, America's electric light and power companies are forming a technical appraisal task force to evaluate and stimulate research, development and construction that will further advance the promise of economical and practical atomic electric power. The force will be composed of some of the nation's leading nuclear engineers and scientists, as well as leaders in the electric industry.



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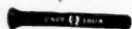
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Southern Accent

BY CALDWELL R. WALKER

Washington Editor, Conway Publications

WASHINGTON, D. C. Southern bituminous coal is about to break an ages-old precedent.

Once it was considered the height of superfluity to ship coal to New Castle. This, for the simple reason that New Castle, England, was the then center of coal production.

But times have changed.

Now Southern coal operators, Southern coal carrying railroads and Southern seaports are bragging. Southern coal is about to be shipped in massive quantities to the ancient coal center. European coal seams have thinned out to such an extent that all of Europe is being looked upon now as a long-time market for Southern coal.

"In the first four months of this year," says the Coal Exporters Association of the United States, "we carried 1,288,000 tons of coal to New Castle, and we expect a lot more to be carried."

► Pacing the Nation in expansion of electric energy output, Southern utilities are planning still further extension of facilities. Among most recently announced plans is that of Carolina Power & Light Company of Raleigh, N.C. for an additional generating unit. The new unit will be added to the existing plant at Tillery dam.

► Senator Lester Hill of Alabama believes that the answer to Southern farm surpluses lies in selling more to foreign countries.

The Senator who helped write into the recent farm bill the Cotton Export Sales Program points out that 1.5 million bales of Southern cotton already have been exported under the plan.

Under the Cotton Export Sales Program the Commodity Credit Corporation is expected to offer surplus Upland Cotton for sale in the export market every two weeks.

► An unprecedented form of gas transmission, pioneered by Gulf Interstate Gas Co., of Houston, Tex., has been officially approved by the Federal Power Commission.

Still in a partially experimental phase, the new facility displays every element of success.

It is called an unattended satellite, due to the fact that it is controlled by personnel at a station 80 miles from its Stanton, Ky., location.

In form, the unit consists of a 3500-horsepower, four-cycle, turbo-charged, vertical gas engine, driving a centrifugal compressor through a speed increaser.

Estimated cost of the unit was \$730,000.

► With the South indicating contribution of approximately one-third of the total, construction of all kinds is expected to total more than \$44 billion in the United States in 1956.

New housing is expected to decline further. Industrial building by manufacturers, utilities and other heavy industry is expected to increase.

Highway construction is expected to considerably outpace the rate of last year.

Of the total of \$44 billion, about 90 per cent will be private, about 10 per cent government.

► Another record high was established in pulpwood production by Southern states during 1955.

As reported by the U.S. Forest Service, production was up more than 10 per cent compared with that of 1954.

According to Forest Service economists, J. W. Cruikshank and J. F. McCormack, this is not all. Increased activity of established mills and construction of new ones in the South will create new records for many years to come.

► The multi-billion highway bill is now law. Of proposed expenditures

totaling about \$33 billion the Federal share will be about \$28 billion.

Funds for the program will be supplied by present levies supplemented by higher motor fuel, tire, and truck taxes. Congressman A. S. Herlong estimates that motorists will pay more in taxes the first year than is spent on new highways. As years go by, however, the balance will shift, and in the long run car users will gain substantially more in new facilities than they pay out in taxes.

► Listed below are some of the southern military installations that will benefit from a bill passed by a voice vote in the House authorizing construction and improvement of these bases.

Redstone Arsenal, Ala.: Maintenance facilities, training facilities, family housing and utilities, \$6.1 million.

Fort Worth General Depot, Tex.: Operational facilities, maintenance facilities, land acquisition, and utilities, \$1.2 million.

Army Chemical Center, Md.: Troop housing, community facility, and operational facility, \$889,000.

Fort Eustis, Va.: Operational facility, maintenance facility, and utilities, \$1.2 million.

Fort Knox, Ky.: Maintenance facilities, and community facilities, \$1.6 million.

Fort Rucker, Ala.: Operational facilities, maintenance facilities, training facilities, storage facilities, administrative facilities, land acquisition, and utilities, \$7.3 million.

Fort Bliss, Tex.: Training facilities, maintenance facilities, administration facilities, troop housing, community facilities, and utilities, \$5.3 million.

Fort Hood, Tex.: Community facilities, maintenance facilities, and storage facilities, \$2.4 million.

Fort Sill, Okla.: Training facilities, \$4.1 million.

Naval air station, Glynnco, Ga.: Airfield pavements, personnel facilities, aircraft maintenance facilities, training facilities, fuel pipeline and storage facilities, and land acquisition, \$4 million.

Naval auxiliary air station, Meridian, Miss.: Site preparation utilities, plans and specifications for jet aircraft training facilities, and land acquisition, \$8.2 million.

Marine Corps supply center, Albany, Ga.: Storage facilities, personnel facilities, maintenance facilities, community facilities, and utilities \$1.7 million.

Marine Corps base, Camp Lejeune, N.C.: Personnel facilities, administrative facilities, training facilities, community facilities, medical facilities, storage facilities and utilities, \$5 million.

Marine Corps recruit depot, Parris Island, S. C.: Personnel facilities, administrative facilities, storage facilities, training facilities, community facilities and utilities, \$4.2 million.

Marine Corps schools, Quantico, Va.: Training facilities, ammunition storage and ordnance facilities, community facilities, and utilities, \$2.1 million.

Naval mine depot, Yorktown, Va.: Ammunition storage and ordnance facilities and utilities, \$3.4 million.

Naval training center, Bainbridge, Md.: Personnel facilities, training facilities, and utilities, \$6.5 million.

Naval radio station, Cheltenham, Md.: Communications facilities, personnel facilities and utilities, \$2.4 million.

Brookley Air Force Base, Mobile, Ala.: Housing and community facilities, and land acquisition, \$1.5 million.

Kelly Air Force Base, San Antonio, Tex.: Operational and training facilities, maintenance facilities and utilities and ground improvements, \$1.5 million.

Robins Air Force Base, Macon, Ga.: Operational and training facilities, housing and community facilities, and utilities and ground improvements, \$5.4 million.

Tinker Air Force Base, Oklahoma City, Okla.: Operational and training facilities, hospital facilities, and housing and community facilities, \$5.9 million.

Amarillo Air Force Base, Amarillo, Tex.: Operational and training facilities, maintenance facilities, supply facilities, and utilities and ground improvements, \$17.1 million.

Bryan Air Force Base, Bryan, Tex.: Housing and community facilities, and land acquisition, \$1.2 million.

James Connally Air Force Base, Waco, Tex.: Operational and training facilities and land acquisition, \$4.6 million.

Lackland Air Force Base, San Antonio, Tex.: Hospital and medical facilities, \$3.4 million.

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**Colonel
M. R.
Says**

A Thousand Critics to one Artist—
"A Jackass can kick down a barn but it can't put a rail on a fence."

Hold Everything! — In Memphis, the police radio dispatcher had a rather hard time of it recently. First he announced that a certain car had been stolen. Then he received further advice from the owner and put out a disregard order, stating that the owner's wife had taken the car out unexpectedly. Then the wife returned home on foot and once again all squad cars were warned to be on the lookout for the stolen car. Finally, toward the close of a long, long, and hard, hard day, the police radio dispatcher issued his final message:

"Cancel that theft deal again, boys. The finance company got the car."

A City Comes South—They're moving whole cities South now or anyhow they're establishing "Mirror cities." This term describes what Dearborn, Michigan, is planning to do. The mayor and several groups of representative citizens have already visited Florida to look over sites. When the spot is chosen, it will be built in as close a replica of Dearborn as possible and the names of the streets will be the same. Retired people from northern Dearborn will then come to Florida—to live in Florida's Dearborn, possibly with the same street and house number, undoubtedly with neighbors of many years standing. Such people will not be required to buy places in the transplanted Dearborn. They may lease for a year at most attractive terms and then buy, if they decide that they wish to remain in the Southern version of Dearborn.

Maybe He Likes Curves—A highway marker on a Florida road denoting an S-curve ahead proved just too much of a temptation for a motorist from Lamberton, Minnesota, way back in 1942. However, he returned it the other day, with his apologies. "Since stealing this," he wrote, "I've become a Christian and decided to return it. Will you accept this road marker and my apologies for having purloined it?" The State Road Department magnanimously forgave him.

Persistent At Least—When a Dallas man heard an intruder downstairs, he jumped from his bed as any Texan would, nearly caught the burglar and chased him several blocks down the street before losing him. Regretfully he returned to bed. He was awakened by a tapping on the window. "Hey, man, I left my hat and coat here," the recent burglar said. The Dallas man once again leaped from his bed and once again chased the intruder for several blocks. The result was the same, the fleet burglar outdistanced him and got away again—but he didn't get his hat and coat.

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